

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

JAN 17 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 FRANKLIN BLOCK

historic name

other names/site number

2. Location

street & number 1102-1110 MAIN STREET

N/A not for publication

city, town BROCKTON

N/A vicinity

state MASSACHUSETTS code 025

county PLYMOUTH

code 023

zip code 02401

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

1

Noncontributing

buildings

sites

structures

objects

Total

1

0

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.

Signature of certifying official

Date 1/19/89

EXECUTIVE DIRECTOR OF MASS. HISTORICAL COMMISSION / SHPO

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:)Entered in the
National Register

2/21/89

Signature of the Keeper

Date of Action

6. Function or Use FRANKLIN BLOCK, BROCKTON, MASSACHUSETTS

Historic Functions (enter categories from instructions)

Current Functions (enter categories from instructions)

COMMERCE/TRADE: SPECIALTY STORE

COMMERCE/TRADE: SPECIALTY STORE

COMMERCE/TRADE: BUSINESS

COMMERCE/TRADE: BUSINESS

COMMERCE/TRADE: PROFESSIONAL

COMMERCE/TRADE: PROFESSIONAL

COMMERCE/TRADE: RESTAURANT

COMMERCE/TRADE: RESTAURANT

SOCIAL: MEETING HALL (see continuation sheet)

SOCIAL: MEETING HALL

7. Description

Architectural Classification

Materials (enter categories from instructions)

(enter categories from instructions)

ROMANESQUE

foundation STONE

walls BRICK

roof TAR & gravel

other STONE: SANDSTONE

Describe present and historic physical appearance.

The Franklin Block stands at the northeast corner of Main Street and Perkins Avenue in the Campello section of Brockton. The area consists primarily of one- and two-story 20th century commercial buildings interspersed with parking lots. Erected in 1888, the building is a well-preserved example of a Romanesque-style business block.

The Franklin Block is an L-shaped building rising four stories from a granite foundation to a flat tar and gravel roof. It stands at the southwest corner of its rectangular lot, abutting the sidewalk (west and south), a one-story commercial building (north) and a paved parking area (east). There are two principal elevations facing onto Main Street (west) and Perkins Avenue (south); these are faced with pressed red brick, while the rear elevations are constructed of common brick.

At the first story, principal elevations are composed of storefronts with recessed entries flanked by fluted pilasters. The pilasters support a signboard, which extends continuously along both elevations. Upper-story windows are asymmetrically arranged in groupings of one, two, and three bays framed by brick pilasters, and are set in corbelled reveals. The west elevation is ten bays wide, while the south elevation is eleven bays wide.

The second story possesses rectangular windows (1/1) with transoms rising from a sandstone stringcourse to sandstone lintel courses. Raised brick panels exist between the second and third stories. Third-story windows (4/4) possess arched transoms set in arches with decorative brickwork and sandstone keystones. At the south elevation, the central three-bay grouping consists of rectangular windows matching the second story, separated by decorative brick panels from small fourth-story windows. The central fourth-story window is capped by a blind arch.

Decorative brick panels extend above the arched windows. A corbelled brick cornice exists below a projecting wooden cornice with dentils and brackets. An angled corner bay exists at the building's southwest corner; it is ornamented by a sandstone panel bearing the name of the building, "Franklin."

The north elevation of the Main Street wing shares a party wall with an adjacent one-story building. Three pairs of rectangular windows (1/1) with

☒ See continuation sheet

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

**National Register of Historic Places
Continuation Sheet**

Franklin Block,
Brockton, Massachusetts

Section number 6 Page 1

Historic Functions

GOVERNMENT: Post Office

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

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Continuation Sheet**

Franklin Block,
Brockton, Massachusetts

Section number 7 Page 1

transoms and sandstone sills and lintels exist at the second story. An identical pair of windows exists at the east end of the third and fourth stories. Round-arched windows exist at the third story near the center and at the west end.

The east elevations of the Main Street wing (four bays) and the north elevations of the Perkins Avenue wing (five bays) are similarly detailed. Segmental-arched openings contain several service entries as well as windows (1/1 and 2/2). First-story windows are blocked. A corbelled cornice exists at the head of the fourth story, and a fire escape exists at the corner joining the two wings. The east elevation of the Perkins Avenue wing contains no openings.

The interior consists of retail and commercial space in the storefronts, with offices at the second story and meeting halls at the third and fourth stories. The upper stories have been renovated recently, but the second story retains tongue and groove wainscoting and original molded cases with transoms at entrances to offices.

The building is in largely original conditions, with slight modifications to several storefronts, and the removal of ornamental details from the rooftop.

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

**National Register of Historic Places
Continuation Sheet**

Franklin Block
Brockton, Massachusetts

Section number 7 Page 2

Archaeological Description

No prehistoric sites are currently recorded on the property or in the local area (within one mile). In general, the potential for prehistoric or historic sites seems low as a result of the small parcel size (.5 acre) and because the four-story building, which has a full concrete basement, covers nearly the entire lot.

8. Statement of Significance FRANKLIN BLOCK, BROCKTON, MASSACHUSETTS

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)

COMMERCEARCHITECTURE

Period of Significance

1888-1920

Significant Dates

1888

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

UNKNOWN

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

The Franklin Block retains integrity of location, design, setting, materials, feeling, workmanship, and association, and meets Criteria A and C of the National Register of Historic Places on the local level. This Romanesque-style commercial block is a well-preserved, handsomely detailed example of the style, one of only two surviving substantial commercial buildings of the late 19th century in the Campello section of Brockton. Built in 1888, the Franklin Block is associated with a period of commercial and industrial expansion in Brockton and particularly in Campello.

Brockton is the only inland city in Plymouth County. It was first incorporated as the North Precinct of Bridgewater in 1738. The shoe industry, which was to become the focus of Brockton's economy, began to develop in the early 19th century. The mid 19th century saw the transformation of Brockton's shoe and boot production from a cottage industry to a major manufacturing center. In 1837, the total annual value of boots and shoes made in Brockton was \$184,200; by 1865, the figure had grown to \$1,466,900.

The Campello section developed as a result of industrial expansion along the railroad, which was parallel to Main Street one block to the east along Montello Street. The result was an elongated development with industry concentrated along the railroad, commercial buildings along Main Street. Much of the area was destroyed by a fire in 1853. Damages were estimated at over \$50,000, and many workers lost their jobs.

Economic recovery in Campello was aided by the tremendous general growth in Brockton during the late 19th century. The city's population grew from 8,007 in 1870 to 62,288 in 1915. Historian Elroy Sherman Thompson, writing in 1906, referred to the period 1875-1885 as "the greatest growth of any city in the state." Many large shoe companies were established and expanded in the 1870s and 1880s, with a large concentration of their factories in the Campello area. The local economy continued to flourish due to the demands for boot and shoe products during World War I; a general decline began about 1920.

☒ See continuation sheet

9. Major Bibliographical Referen

FRA LIN BLOCK, BROCKTON, MASSACHUSETTS

Brockton City Directories, 1890, 1920-1921, 1924-1925.

Brockton Commercial Bulletin, November, 1984.

Hurd, D. Hamilton. History of Plymouth County. J.W. Lewis & Co., Philadelphia, 1884Kingman, Bradford. History of Brockton, Plymouth County, MA 1656-1894. D. Mason & Co., Syracuse, N.Y., 1895.Massachusetts Historical Commission. Reconnaissance Survey Report: Brockton.
Unpublished, 1981.

Assessors' Records, City of Brockton.

Data Bank, Brockton Historical Commission.

Files of Brockton Enterprise.

Interview with Attorney Alphon N. Carlson, past owner, 1987.

☐ See continuation sheet

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67)
has been requested☐ previously listed in the National Register☐ previously determined eligible by the National Register☐ designated a National Historic Landmark☐ recorded by Historic American Buildings

Survey # _____

☐ recorded by Historic American Engineering

Record # _____

Primary location of additional data:

☒ State historic preservation office☐ Other State agency☐ Federal agency☐ Local government☐ University☐ Other

Specify repository: _____

10. Geographical DataAcreage of property Less than .5 acres

USGS- BROCKTON QUADRANGLE SCALE 1:25000

UTM References

A

1	9	3	3	3	2	1	0	4	6	5	8	5	8	0
Zone			Easting					Northing						

B

Zone			Easting					Northing						

C

Zone			Easting					Northing						

D

Zone			Easting					Northing						

☐ See continuation sheet

Verbal Boundary Description

The nominated property includes the building and land at 1102-1110 Main Street as shown on Assessor's Map 116, plot 438.

☐ See continuation sheet

Boundary Justification

The boundary of the nominated property includes the entire city lot presently and historically associated with the building.

☐ See continuation sheet**11. Form Prepared By**name/title KIM WITNES, BRENGLE With/ BETSY FRIEDBERG, National Register Director, MHCorganization Mass. Historical Commissiondate May 18, 1988street & number 80 Boylston St.telephone 617-727-8470city or town Bostonstate MASS. zip code 02116

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

**National Register of Historic Places
Continuation Sheet**

Franklin Block
Brockton, Massachusetts

Section number 8 Page 1

Commercial development in Brockton focused on the center of the city at Main and Belmont Streets, where a number of significant late 19th century commercial blocks survive. The Campello section provided a secondary commercial area serving the extensive industrial and residential development flanking it. Only two substantial commercial buildings survive from this period of growth in Campello: the Kingman Block (1147 Main Street, 1871) and the Franklin Block.

The Franklin Block was first owned by Frank E. Packard, and subsequently by Simeon Franklin Packard, whose real estate and insurance business was in the building. Members of the Packard family owned the building until at least 1898. Nellie Packard, who was married to Frank E. Packard, was a successful lecturer, soloist, and teacher of vocal music. She spent much of her time beginning in 1891 directing and coordinating recitals, lectures, choirs, and dances that were held on the third floor of the Franklin Block in what was known as "Mystic Hall." These recitals and concerts were well attended, making the Block a local cultural and social center.

The Franklin Block was owned from 1924 through 1948 by Roger Keith, a mayor of Brockton for two terms beginning in 1921. Keith was a member of a prominent Brockton family, and operated an insurance business in the building.

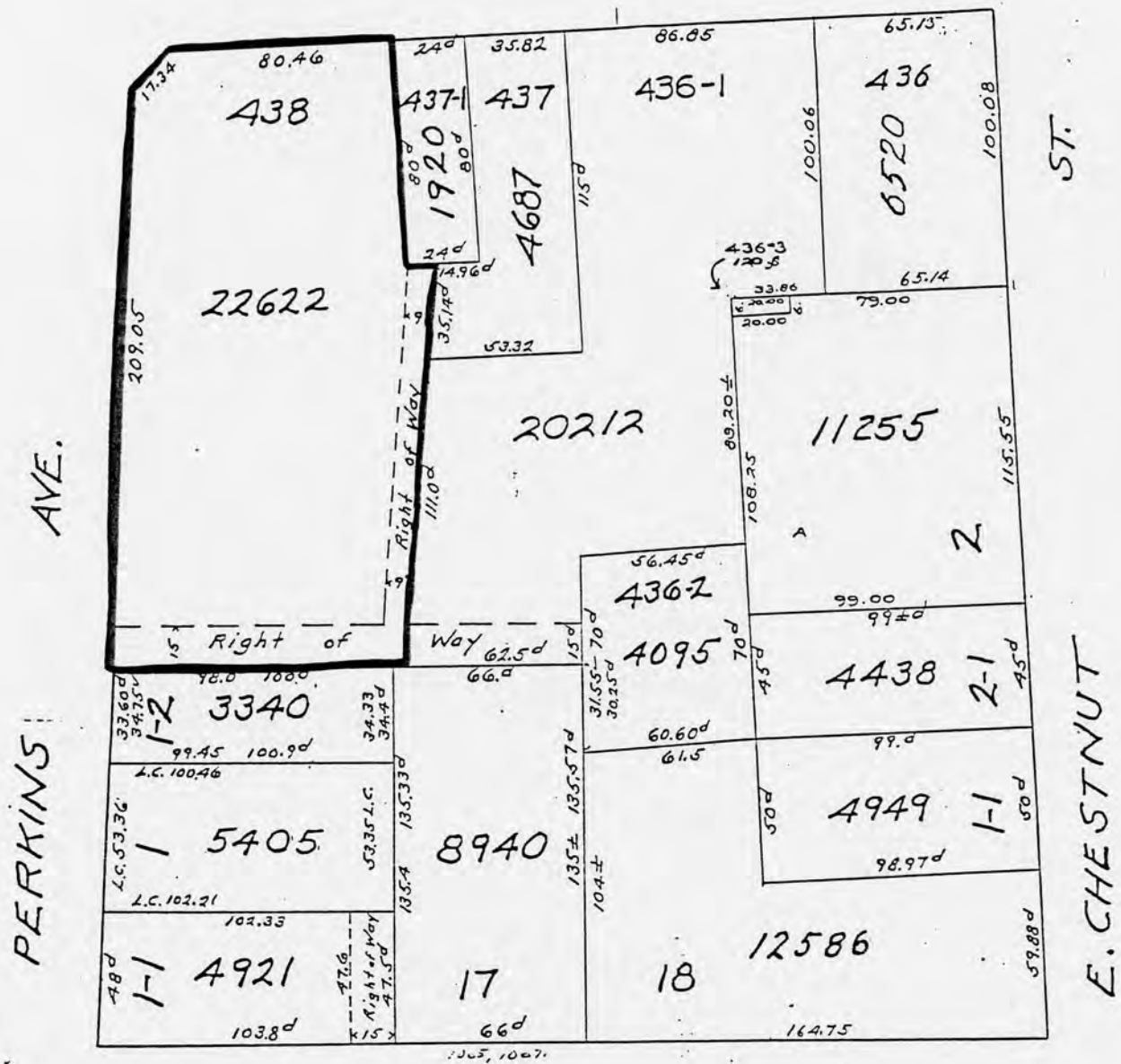
The Block has been used continuously for stores, offices and a meeting hall. An advertisement exists for the Franklin Cafe here in 1890, and an 1898 atlas shows the Campello Co-operative Bank located here. Use of the first story has included Campello News, a dry goods shop, clothing store, grocery store, drugstore, tailor shop, barber shop, Post Office, Campello Coal Company, and a real estate office. The second story was occupied primarily by professional offices including attorneys, a dentist, physicians, an optometrist, and the Roger Keith Insurance Agency. The Pilgrims Foundation, founded by Edgar B. Davis, a wealthy Brockton philanthropist, had an office here. The third and fourth stories were used by various fraternal organizations, societies, and ethnic groups, with meetings, lectures, and social gathering held several times weekly. The Franklin Block is still used by a similar mixture of tenants.

The Franklin Block is notable as a well-preserved example of a Romanesque-style commercial block. Standing on a corner lot, it has two characteristically detailed principal elevations featuring intact storefronts with pilasters and signboards (first story), and pressed red brick with sandstone sill and lintel courses at the upper stories. Other notable architectural details include arched windows, decorative brick panels, and a corbelled brick cornice below a dentilated and bracketed wooden cornice.

While other comparable commercial blocks survive at the center of Brockton's commercial district, the Franklin Block is a rare survivor representing the peak of prosperity in Campello, Brockton's secondary commercial district.

MAIN

ST.



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Franklin Block
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MASSACHUSETTS, Plymouth

DATE RECEIVED: 1/17/89 DATE OF PENDING LIST: 2/01/89
DATE OF 16TH DAY: 2/17/89 DATE OF 45TH DAY: 3/03/89
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 89000042

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 2/21/89 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

_____ Phone _____

Signed _____ Date _____



PROPERTY NAME: FRANKLIN BLOCK
STREET ADDRESS: 1106 MAIN ST.
COMMUNITY: BROCKTON, MA.

PHOTOGRAPHER AND DATE:
ALTON DAVIDSON, October, 1985
LOCATION OF NEGATIVE:
SOUTH EASTON, MA.

PHOTO NUMBER: 1 of 2
DESCRIPTION OF VIEW:
FRONT AND SIDE VIEW LOOKING
NORTHEAST

Franklin Block
1102-1110 Main St.
Brockton, MA

Photographer: Alton Davidson
October, 1985

Negative: S. Easton, MA

View of S and W elevations facing NE

Photo number 1 of 7

Address: Franklin Block
1102 - 1110 Main St
Brockton, MA

Photographer: Alton Davidson
negative ' So. Easton, MA

Date : 10/1985

View : So & west Elevations facing
North East

Photo : 1 of 7

Missing Core Documentation

Property Name
Franklin Block

County, State
Plymouth,
Massachusetts

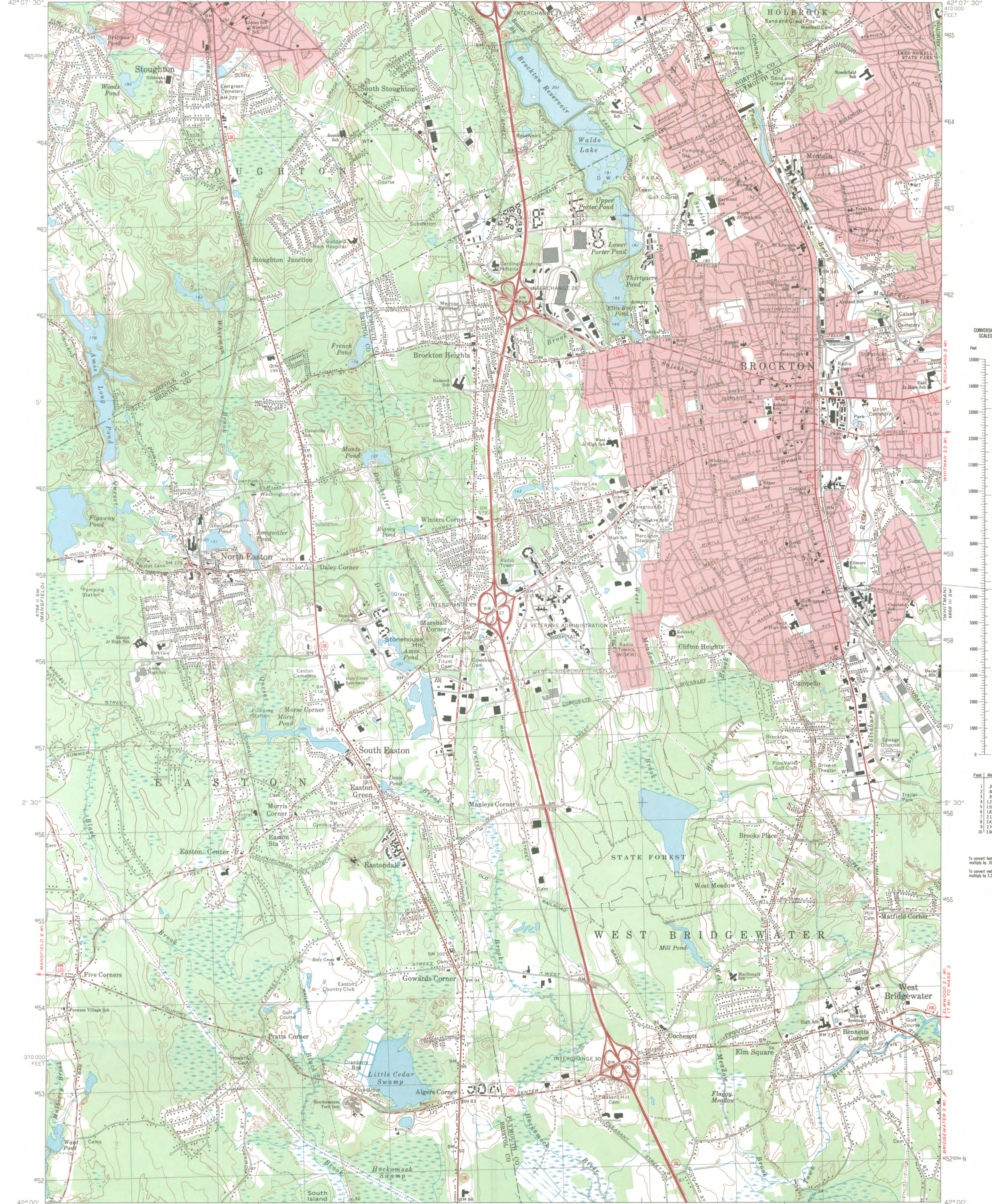
Reference Number
89000042

The following Core Documentation is missing from this entry:

☐ Nomination Form

☒ Photographs (#s: 2-7)

☐ USGS Map





JAN 17 1989

NATIONAL
REGISTER

January 9, 1989

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 form:

The Prescott Town House, Petersham, MA
The Franklin Block, Brockton, MA
The Thomas Donaghy School, New Bedford, MA (HPCA # 10780 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 form.

Sincerely,

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

Enclosure:

BF/di