

United States Department of the Interior
National Park Service



NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Decorah Commercial Historic District
other names/site number _____

2. Location

street & number Blks:500-100 WWater:100-200 EWater:100 Washington;100 Winnebago;parts WMain, Court, WDay Spring not for publication n/a
city or town Decorah vicinity n/a
state Iowa code IA county Winneshek code 191 zip code 52101

3. State/Federal Agency Certification

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

[Signature] 27 June 2017
Signature of certifying official Date
State Historical Society of Iowa
State or Federal agency and bureau

In my opinion, the property _____ meets _____ does not meet the National Register criteria. (_____ See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:
 entered in the National Register
____ See continuation sheet.
____ determined eligible for the
National Register
____ See continuation sheet.
____ determined not eligible for the
National Register
____ removed from the National Register
____ other (explain): _____

Signature of Keeper Patrick Andrews Date of Action 8/21/2017

Decorah Commercial Historic District
Name of Property

Winneshiek County, Iowa
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
 public-local
 public-State
 public-Federal

Category of Property

(Check only one box)

- building(s)
 district
 site
 structure
 object

Number of Resources within Property

Contributing Noncontributing

<u>85</u>	<u>40</u> buildings
<u> </u>	<u> </u> sites
<u>1</u>	<u> </u> structures
<u> </u>	<u> </u> objects
<u>86</u>	<u>40</u> Total

Name of related multiple property listing

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

Iowa's Main Street Commercial Architecture

Number of contributing resources previously listed in the National Register

2

6. Function or Use

Historic Functions

(Enter categories from instructions)

DOMESTIC/single dwelling
COMMERCE/TRADE/business
COMMERCE/TRADE/professional
COMMERCE/TRADE/financial institution
COMMERCE/TRADE/specialty store
COMMERCE/TRADE/department store
COMMERCE/TRADE/restaurant

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/business
COMMERCE/TRADE/professional
COMMERCE/TRADE/financial institution
COMMERCE/TRADE/specialty store
COMMERCE/TRADE/department store
COMMERCE/TRADE/restaurant
VACANT/NOT IN USE

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN/Italianate
LATE VICTORIAN/Renaissance
LATE VICTORIAN/Queen Anne
LATE 19TH & 20TH CENTURY REVIVALS/
Colonial Revival
LATE 19TH & 20TH CENTURY AMERICAN MOVEMENTS
Commercial Style
MODERN MOVEMENT/Art Deco

Materials

(Enter categories from instructions)

foundation	<u>STONE</u>
	<u>CONCRETE</u>
roof	<u>SYNTHETICS</u>
walls	<u>BRICK</u>
	<u>STONE</u>
other	<u>CONCRETE</u>

Narrative Description

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

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8. Statement of Significance

Applicable National Register Criteria

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

A Property is associated with events that have made a significant contribution to the broad patterns of our history.

B Property is associated with the lives of persons significant in our past.

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield information important in prehistory or history.

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 a 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

SOCIAL HISTORY

TRANSPORTATION

INDUSTRY

Period of Significance

1853 -1967

Significant Dates

1877

1908

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Altfillisch, Charles

Coffeen, A.R.

Orff & Guilbert

Turnock & Ohrenstein

Cleveland, Mortimer Burnham

Cleveland, Rhodes Mortimer

Gatterdam & Probst

Jamieson, Robert

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

9. Major Bibliographical References

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

Previous documentation on file (NPS)

preliminary determination of individual listing (36 CFR 67) has been requested.

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # _____

recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository:

Decorah Commercial Historic District
Name of Property

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10. Geographical Data

Acreage of Property 20.1 acres

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

	Zone Easting	Zone Easting	Northing	Northing
1	15	597973	4795358	4795385
2	15	597971	4795256	4795264
3	15	598712	4795385	
4	15	598622	4795264	

___ See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Jan Olive Full / Historian jofofic@gmail.com

organization Tallgrass-Full LLC date January 2017

street & number 2460 S. Riverside Drive telephone 319.354.6722

city or town Iowa City state IA zip code 52246

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

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

name see continuation sheets

street & number _____ telephone _____

city or town _____ state _____ zip code _____

=====
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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6. Function or Use continued

Historic

COMMERCE/TRADE/warehouse
SOCIAL/meeting hall
EDUCATION/college
INDUSTRY/PROCESSING/manufacturing facility
INDUSTRY/PROCESSING/communication facility
HEALTH CARE/medical business/office
TRANSPORTATION/rail-related
RECREATION/CULTURE/theater
VACANT/NOT IN USE

Current

SOCIAL/meeting hall
INDUSTRY/communication facility
HEALTH CARE/medical business/office
TRANSPORTATION/road-related(vehicular)
RECREATION/CULTURE/museum
LANDSCAPE/plaza

7. Description

Summary Paragraph¹

Decorah's historic commercial district is located in the heart of this county seat town in Winneshiek County, toward the western edge of the "driftless area" of northeast Iowa.² The town's setting is beautiful and dramatic, marked by limestone bluffs and the serpentine Upper Iowa River. Travelers must descend through these bluffs to reach the town below, which sits on a terrace slightly above the river's bank. These physical features defined the shape of the town and the commercial district, and separated the original town from its major addition, West Decorah to the northwest, where Luther College is located. Until after the middle of the 20th century, a long, narrow millrace re-routed river water through the flat valley floor to nearby mills and the commercial district. Water Street, along which the commercial district developed, references by its name this close proximity to the millrace. While the millrace, river, and high bluffs effectively discouraged growth of the city and its commercial area to the north, the land was relatively flat along Water Street resulting in a long linear shopping district running east and west, with residential neighborhoods beyond. South of Water Street the land begins a gentle climb into the town's historic residential districts, including the Broadway-Phelps Park Historic District, listed in the National Register in 1976. This district includes residences from the pre-Civil War era to the mid-1960s, as well as the county courthouse, an 1878 jail, and several churches. The commercial district's buildings typically are attached, two and three stories tall, with single and double storefront widths, and constructed in brick although there are stone and wooden store buildings also. Wide sidewalks and paved city streets run past the storefronts; alleys tend to be wide and paved as well. One mill building, the Decorah Woolen Mill, remains in the district toward the west end, and a fine Queen Anne wooden depot anchors the district's east end. In between are brick commercial buildings that are generally vernacular, but to a greater or lesser degree influenced by the popular styles of the day including Italianate, Queen Anne,

¹This nomination has been supported through grants awarded by the State Historical Society of Iowa, including a Technical Advisory Network (TAN) grant in 2014 that determined that potential existed for a historic commercial district and a Historic Resource Development Grant (HRDP) in 2015 to fund the nomination itself. The Decorah Historic Preservation Commission, with Chair Mark Z. Muggli, administered both grants, supervised the consultant's work, and coordinated volunteer research efforts.

²The driftless area of northeast Iowa, southeast Minnesota, and southwest Wisconsin is characterized by deeply carved river valleys and exposed limestone cliffs and bluffs, all created over time and not filled with till during the last glacier period.

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Romanesque, and Colonial Revival. Several buildings were designed by architects and constructed by well-known local contractors, but the designers of most buildings remain unknown. Ground floor space continues to be used primarily for commercial retail purposes, with upper floors generally devoted to professional offices and apartments.

The district contains 128 properties with 88 contributing resources and 40 noncontributing resources. All of these resources are *buildings*, except a block long stretch of Court Street with extant brick pavers that is classified a historic *structure*. Other portions of the streets within the district are paved with newer concrete. These streets, curbs, sidewalks, and minor street architecture are of mixed age and are not included as resources. Among the contributing resources are the two buildings previously listed in the National Register, the Decorah Woolen Mill (301 W. Day Spring Lane) and Steyer Opera House (102-104 W. Water Street). Integrity issues involve predictable storefront remodelings, upper floor window replacements, facades hidden behind new fronts, and modern infill buildings. Noncontributing resources are either modern or lack historic integrity. Several of the noncontributing buildings have the potential to become contributing if integrity problems are resolved. A lengthy table and an index to that table are located at the end of this section. The table includes pertinent physical details for all resources within the district, their contributing or noncontributing status, and historic and current "thumbnail"-sized photos of each. Each building's location is keyed by block to an aerial map contained in the Additional Documentation section.

NARRATIVE DESCRIPTION

Decorah is a northeastern Iowa town of just over 8,000 people, and is the county seat for Winneshiek County. The Decorah Commercial Historic District is centrally located in the heart of the city. Primarily a linear district running along seven blocks of Water Street, there also are several buildings just south of Water along the cross streets of Court, Winnebago, and Washington. Additionally, one building is behind (north) of the businesses in the 300 block of Water Street (the Decorah Woolen Mill). And the far east district border is extended and angled to include an 1888 Queen Anne railroad depot. The three-story Arlington House (now known as the Vesterheim Norwegian-American Museum) anchors the west end at 520 W. Water Street. Beyond these borders, the buildings generally become residential and include the nearby Broadway-Phelps Park Historic District. Known building dates within the commercial district range from the 1853 to 2014. The majority of the buildings (60%) dates before 1899, with only 12% less than 50 years old.¹ The rest date between 1900 and 1960.

Brick is the major building material seen in the commercial district, although there is a small number of wood-frame stores still standing, and at least one very early stone store building is extant. Most district buildings have two stories, though the actual height varies widely from building to building (Fig. 1). There is a handful of three-story buildings dispersed throughout the district. Generally, they are among the earliest buildings, suggesting Decorah's economic vigor from the start (see for example, the Ammon, Scott & Co. manufacturing buildings in the 500 block of W. Water that date as early as 1853, or the 1869 Rudolph building at 206 W. Water).

¹ For purposes of this section's discussion, where a building's exact year of construction was unknown but the building was shown on the 1885 Sanborn fire insurance map, a visual estimate of the *decade* of construction was made based on style, construction materials, and location within the district.

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Figure 1 The range of building heights and materials along Water Street is clear in this undated but c. 1870-1875 photograph. The tallest building in the view is the 1869 Rudolph building. Photo collected by Susan Jacobsen.

The core commercial area along Water Street grew primarily west from the intersection of Water and Washington streets, where the first store in town was built (nonextant).² The arrival of the railroad in town and the construction of a new passenger depot in 1888 ensured commercial growth to the east of this intersection. Another sign of Decorah's economic vigor was the extension of commercial buildings south of Water. Along Winnebago Street, this growth was prompted by the courthouse square a block to the south and included an 1858 hotel that later became the first Decorah home of Luther College. Growth north of Water Street was limited by the hillslope down to the long millrace that flowed near the rear walls of the Water Street buildings until sometime after 1948. Buildings constructed downhill from Water Street, along the millrace, either used the water power the race provided (Decorah Woolen Mill) or were small sheds, stables, and support buildings.

Architects and notable builders working in the district included: Charles Altfillisch, Alvaro Roy (A.R. or Roy) Coffeen, Orff & Guilbert, Turnock & Ohrenstein, Mortimer Burnham Cleveland, Rhodes Mortimer Cleveland, Gatterdam & Probst, and Robert (Bob) Jamieson (Fig. 2). See the end of Section 8 for more information on these individuals.

² The business was called Pioneer Store and sat across the street from the Day family's lodging operation. W. E. Alexander, *History of Winneshiek and Allamakee Counties...* (Sioux City, IA: Western Publishing Company, 1882), 242.

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Figure 2 Decorah Bank & Trust Company, designed by architect Jamieson. Photo courtesy of Decorah Bank & Trust Co.

Decorah's commercial district did not escape the periodic catastrophes that befell many Midwest communities. Floods frequently hit the town including a major flood in 1859³, one in 1865⁴, the "great flood" of Dry Run creek in 1875, another severe flood in 1892, and one in 1902 that did "the greatest damage in [the] history of [the] county."⁵ Storms wreaked havoc on the district too. In late July, 1885, a "hard wind storm [did] great damage to business section of Decorah, tearing up tin roofs, leveling smoke stacks, signs, etc. and in some instances tearing out parts of buildings."⁶ That damage, however, likely could not compare to the tornado that swept through town in 1908 (Figs. 3-4). Traveling from northwest to southeast, the twister leveled a direct hit on the west end of the commercial district. "In Decorah buildings were demolished or unroofed and thousands of panes of glass were broken."⁷

³ Edwin C. Bailey, *Pat and Present of Winneshiek County, Iowa*, Vol. I (Chicago: The S.J. Clarke Publishing Company, 1913), 308.

⁴ Alexander, 247; Bailey, 307.

⁵ Alexander, 252; Bailey, 252, 325.

⁶ Bailey, 319.

⁷ *Ibid.*

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Figure 3 Water Street damage from the 1908 tornado is seen here, with roofing from one building blown atop another and one building completely demolished. This appears to be toward the west end of the district. Porter House Collection.



Figure 4 Tornado damage to the Decorah Woolen Mill, 1908. Porter House Collection.

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Perhaps the most powerful agent to badger the district though was fire, not an uncommon problem in early Midwest towns (Fig. 5). Fires plagued business operators in Decorah starting in 1857 when the Tremont Hotel burned down,⁸ followed by William Oleson's saloon in 1862,⁹ and the Pioneer Store sometime before 1882.¹⁰ A "great fire" in 1866 burned out Dennis & Hulverson, P.S. Smout, Green & Morss, and others as well as the Winneshiek Register office.¹¹ Just two months later, in January 1867, another fire destroyed the Fremont House and barn. Two weeks later townsfolk prudently gathered to organize a fire company.¹²

In 1869 "Kramer's store" burned and in 1871 another conflagration destroyed Goddard & Henry's store and the Howell and Heivly building occupied by the unlucky P.S. Smout, and Mary Jane Adam's millinery store.¹³ A.A. Aiken's Trot Run woolen factory at the outskirts of town (not in the district) burned in 1877,¹⁴ and Howard's livery stable went up in flames the same year.¹⁵ Also in 1877 the "Adams block" on the south side of the 200 block of W. Water suffered a devastating fire, destroying "Ben Bear's clothing store, Coleman & Toye's drug store, J.C. Meuser's jewelry store, Newton's grocery, and some other tenants."¹⁶ Two years later in 1879 another hotel, the Union House, burned. It was located on Water Street "below Washington Street"¹⁷ Following a long stretch without a major fire -- the 1880s brought much rebuilding of frame shops with new brick stores -- in 1891 the city began to regulate the building materials permitted in the core of the commercial district. Except for "wood privies," wooden buildings were prohibited. The controlled area was expanded in 1914 to prohibit buildings unless they were brick or stone and the roof and cornices clad in metal. While no grandfather language exempted existing wood buildings in the district, the prohibition probably explains the number of smaller extant wooden buildings that are clad today in noncombustible materials.¹⁸

Without a doubt, these varied disasters affected the way the commercial district looks and still affect the integrity of district today. For example, a summer wind storm in 2016 blew down Water Street, smashing some of the façade windows of the (former) bank building at 108 W. Water. Owners planned to document the damage and install temporary windows, but the ultimate goal is to replace them with historically-accurate windows.¹⁹

⁸ Alexander, 244 (local historians differ slightly on the date).

⁹ Ibid., 247; Bailey, 307.

¹⁰ Alexander, 265.

¹¹ Ibid., 248.

¹² Ibid., 246.

¹³ Ibid., 249, 250; Bailey, 309.

¹⁴ Alexander, 251.

¹⁵ Ibid., 253.

¹⁶ Ibid., 254.

¹⁷ Ibid., 275.

¹⁸ Ordinance No. 168 "...An Ordinance to Establish Fire Limits" (1891); Revised Ordinances of the City of Decorah, Chapter XV, An Ordinance Establishing Fire Limits and Prohibiting the Erection of Wooden Buildings Therein (1914), obtained from city offices by volunteer researcher, 2015.

¹⁹ David Wadsworth, Wadsworth Construction, Inc., to author; telephone conversation, 8/8/2016. Wadsworth Construction specializes in restoring and rehabilitating historic windows; see <http://www.wadsworthconstruction.com>.

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Figure 5 Undated photo of a Water Street fire. State Historical Society of Iowa collection.

COUNTING SYSTEM FOR BUILDINGS

Generally, the counting system for buildings within the district is based on the original historic configuration of the building and its separation from adjacent buildings by structural walls and building dates, and not by internal store units. Therefore, a block building constructed as a structurally identifiable building separate and distinct from adjacent buildings but having any number of internal store unit divisions, would count as only one building even though it might have two or more storefronts or internal store units.

INTEGRITY OF THE DISTRICT

The integrity considerations stated in *Iowa's Main Street Commercial Architecture* MPD are relevant to the Decorah Commercial Historic District and help explain the changes that have taken place over time in the district and to the buildings within it. These considerations, taken from page 38-39 of the MPD, are as follows:

When viewing a district of buildings and secondary resources, it is necessary to understand that most commercial districts are composed not of just one building type or another. More likely there will be a mix of building types, construction periods, and remodeling face-lifts present, representing an evolution of the district over time. Evolution and change over time are fundamental characteristics of nearly all Iowa commercial districts, especially at the street level.

Judgments about the integrity of the district will take into consideration the expected alterations and typical motivations of Main Street tenants and owners. Change is a constant on Main Street because merchants treated their storefronts as an important way of inviting shoppers—both pedestrian and rolling—to stop in and buy something. Nineteenth and twentieth century merchants have generally linked attracting customers with having an updated and remodeled storefront composed of the latest materials and styles. Storefronts at the street level show more alterations than on the upper floors. Alterations range from stylish updates that reference

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specific popular architectural influences to piecemeal projects conducted over a longer period of time, perhaps by several tenants or property owners. Large upper floor window sashes are replaced by smaller windows and the excess space bricked in or filled with plywood. Sometimes these windows are simply covered over. Stamped sheet metal cornices are often missing at the roofline.

Since change is the historic factor present from Main Street's inception, a greater degree of alterations can be accommodated in a commercial district before the integrity of the district is seriously compromised. Essential characteristics such as massing, survival of the historic pattern of fenestration and storefront composition, and contribution to the street's overall profile are key components. Where a building's façade is hidden behind new materials, much of the original, historic fabric may still be present underneath since merchants had little motivation to spend more on a remodeling project than was commercially practical or necessary. Still, the application of an overlay material like metal siding or Perma-stone may have necessitated removal of projecting architectural elements. Inspection behind the cladding should be performed where possible in order to gauge the extent and condition of original features intact underneath. If a building is completely hidden behind materials that were applied after the period of significance and no inspection underneath is possible, then that building will be non-contributing to the district. The building should be reevaluated, however, if and when the cladding is removed...

Not all changes and alterations to the buildings within the Decorah Commercial Historic District have been the result of intentional merchant remodeling projects or property owner activities. As discussed, storms and fires, both major and minor, have damaged facades and destroyed entire buildings. Stucco and, occasionally, metal siding may reflect the repair of the resulting damage and/or the protective response and concern about the next fire. Despite the changes and alterations, taken as a whole, the essential physical features of the district's buildings and its historic layout are sufficiently intact to represent the district's significance to the community. Specific aspects of the district's integrity are as follows:

- (1) Location – The district and its buildings remain in their original locations.
- (2) Design – Some district buildings reflect the utilitarian commercial function for which they were built while others involve more aesthetics and a clear design scheme. Several buildings were the products of designs by both local and out-of-town architects. The layout of the district, which extends along Water Street as the prime commercial street, is historic and intact.
- (3) Setting – With the possible exceptions of sidewalks and streets being paved or repaved, and sidewalk furniture (benches, waste cans, street lights, etc.) and signage changing periodically, the setting of the district is essentially unchanged.
- (4) Materials – Buildings in the district maintain most of their historic physical fabric, though there are many presumed missing cornices and a few facades that are completely obscured by modern materials. Also, upper level windows are frequently changed out for smaller, modern replacement sashes. The most significant loss of historic materials is at street level where display windows and entrances have often been modernized, sometimes repeatedly.
- (5) Workmanship – Workmanship is best revealed through the skills of the masons who laid up the brick walls and stone trim, created the fenestration openings, and on occasion trimmed the façade roofline with a decorative brick pattern different from the walls.
- (6) Feeling – Viewed together, the district's contributing buildings express the nature of a particular place and community type – the small Midwest county seat town – as well as the long evolution and ongoing history of that place.
- (7) Association – The attached commercial brick buildings reflect the commercial life of the town. Evidence of a strong appreciation for education is found in the several buildings that housed schools and institutions, one of which has long been adapted to honor the town's Norwegian heritage (Fig. 6). The depot, at the east end of the district, is a reminder of the

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importance of the town's transportation history and connections to greater cities. Along with the public spaces within the district – the streets and sidewalks – these buildings reflect the communal nature of the commercial district (Figs. 7-9).



Figure 6 The “Norwegian American Historical Museum”, circa 1935. State Historical Society of Iowa collection.



Figure 7 Pre-World War One parade down Water Street. Vesterheim collection.

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Figure 8 Undated photo of a Memorial Day parade down the brick Water Street. Vesterheim collection.



Figure 9 Undated, but 1910s, women's suffrage parade down Water Street. Porter House collection.

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Figure 10 Early 1950s parade along Water Street. Porter House collection.

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PROPERTY TABLE INDEX: By Sequential Number, Location on Aerial Map, Address, and Contributing Status.

Seq. #	Map ID	Address	C/NC		Seq. #	Map ID	Address	C/NC
1	A	520 W. Water St.	C		29	C	304 W. Water St.	C
2	A	516 W. Water St.	C		30	C	300 W. Water St.	C
3	A	512 W. Water St.	NC		31	C	321 W. Water St.	NC
4	A	510 W. Water St.	C		32	C	317 W. Water St.	NC
5	A	508 W. Water St.	C		33	C	315 W. Water St.	C
6	A	502/504 W. Water St.	C		34	C	311 W. Water St.	C
7	A	523 W. Water St.	C		35	C	309 W. Water St.	C
8	A	521 W. Water St.	C		36	C	307 W. Water St.	NC
9	A	517 W. Water St.	NC		37	C	303 W. Water St.	NC
10	A	511 W. Water St.	C		38	C	301 W. Water St.	NC
11	A	507 W. Water St.	C		39	D	224 W. Water St.	C
12	A	501 W. Water St.	NC		40	D	222 W. Water St.	C
13	B	418 W. Water St.	NC		41	D	220 W. Water St.	C
14	B	412 W. Water St.	NC		42	D	218 W. Water St.	C
15	B	410 W. Water St.	NC		43	D	216 W. Water St.	C
16	B	408 W. Water St.	C		44	D	214 W. Water St.	C
17	B	406 W. Water St.	C		45	D	212 W. Water St.	C
18	B	404/402 W. Water St.	NC		46	D	210 W. Water St.	C
19	B	400 W. Water St.	C		47	D	208 W. Water St.	C
20	B	421 W. Water St.	C		48	D	206 W. Water St.	C
21	B	415 W. Water St.	C		49	D	202 W. Water St.	C
22	B	411 W. Water St.	C		50	D	200 W. Water St.	C
23	B	403 W. Water St.	NC		51	D	219 W. Water St.	NC
24	B	401 W. Water St.	C		52	D	217 W. Water St.	NC
25	C	326-316 W. Water St.	NC		53	D	215 W. Water St.	C
26	C	312 W. Water St.	C		54	D	213 W. Water St.	C
27	C	310 W. Water St.	C		55	D	211 W. Water St.	C
28	C	306 W. Water St.	NC		56	D	209 W. Water St.	C

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Seq. #	Map ID	Address	C/NC		Seq. #	Map ID	Address	C/NC
57	D	207 W. Water St.	C		85	F	120 E. Water St.	C
58	D	205 W. Water St.	NC		86	F	122 E. Water St.	NC
59	D	201 W. Water St.	NC		87	F	124 E. Water St.	NC
60	D	130 W. Water St.	C		88	F	126 E. Water St.	C
61	D	128 W. Water St.	C		89	F	101 E. Water St.	C
62	E	120 W. Water St.	NC		90	F	105 E. Water St.	C
63	E	118/116 W. Water St.	C		91	F	107 E. Water St.	C
64	E	114 W. Water St.	C		92	F	109 E. Water St.	C
65	E	112 W. Water St.	C		93	F	111 E. Water St.	C
66	E	110 W. Water St.	C		94	F	113 E. Water St.	C
67	E	108 W. Water St.	C		95	F	117 E. Water St.	NC
68	E	106 W. Water St.	C		96	F	119 E. Water St.	NC
69	E	102-104 W. Water St.	C		97	F	121 E. Water St.	NC
70	E	123 W. Water St.	C		98	G	202 E. Water St.	NC
71	E	121 W. Water St.	C		99	G	218 E. Water St.	NC
72	E	119 W. Water St.	C		100	G	220 E. Water St.	C
73	E	117 W. Water St.	C		101	G	222 E. Water St.	C
74	E	115 W. Water St.	C		102	G	226 E. Water St.	NC
75	E	113 W. Water St.	C		103	G	228 E. Water St.	NC
76	E	111 W. Water St.	C		104	G	300 E. Water St.	C
77	E	109 W. Water St.	C		105	G	201 E. Water St.	NC
78	E	107 W. Water St.	C		106	G	207 E. Water St.	C
79	E	105 W. Water St.	C		107	G	213 E. Water St.	NC
80	E	101 W. Water St.	C		108	G	215 E. Water St.	NC
81	F	104 E. Water St.	C		109	G	217 E. Water St.	C
82	F	106 E. Water St.	C		110	C	301 W. Day Spring Ln.	C
83	F	110 E. Water St.	NC		111	H	115 Washington St.	NC
84	F	118 E. Water St.	C		112	H	108 Washington St.	C

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	Seq. #	Map ID	Address	C/NC
	113	H	110 Washington St.	NC
	114	H	116-118-120 Washington	C
	115	H	111 Winnebago St.	NC
	116	H	113 Winnebago St.	C
	117	H	115 Winnebago St.	NC
	118	H	117 Winnebago St.	NC
	119	H	110 Winnebago St.	C
	120	H	112 Winnebago St.	C
	121	H	114 Winnebago St.	NC
	122	H	116 Winnebago St.	C
	123	H	118 Winnebago St.	C
	124	H	112 W. Main St.	NC
	125	H	202 W. Main St.	NC
	126	H	119 Court Street,	C
	127	H	110 Court Street	C
	128	H	Brick-paver street, Court Street	C

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0	n/a	Decorah Commercial Historic District Iowa Site Inventory No. 96- 00758	1853 to 1967	The district is primarily linear in form for the 7 blocks from the 500 block of W. Water to the 200 block of E. Water, with several buildings sitting just off Water Street along the side streets of Court, Winnebago, Washington, W. Main, and W. Day Spring Lane.	I Criteria A, C	Eligible for the NRHP
1	A	520 W. Water St. <i>Arlington House, Decorah Institute dormitory, Lutheran Publishing House, Vesterheim Norwegian- American Museum</i>  (SHSI [Iowa City] photo, c. 1958)	1876, Or 1877 (Alexan- der, 275, or 253)	Three-story, brick Italianate building with stone quoining and rounded stone window headers; tall 2-over-2 window on upper stories; asymmetrically located balconies on 2 nd and 3 rd floors; wide overhanging eaves with closely-spaced brackets, below which are several rows of brick corbelling. There are two storefronts, each with large 2-over-2 display windows that flank a central double entrance door. There is also a central double entrance door, the historic access to upper floors. The building was damaged by the hail that accompanied a tornado in 1908; in c. 1980, it was rehabilitated by the museum. Davis (1996) notes the following history: "The building opened in 1877 as the Arlington House [hotel]...Five years later it became a dormitory for 250 students attending a business college known as the Decorah Institute...Later the building was remodeled...for use by the Lutheran Publishing House, a firm that functioned in Decorah 1869-1931. After 1932 it began to house a museum collection begun by Luther College in 1877." It was rededicated as a museum by King Olav of Norway in 1975. The building appears on the 1885 Sanborn fire map with both "Arlington Hall" and "student bldg ho" noted. The boarding hall had access to the three-story, brick rear addition. Today there is a more modern addition on the rear and the status of the 3-story brick addition is unclear.	II	C (potential individual eligibility under Criterion C also)
2	A	516 W. Water St. <i>Silas Dayton grocery; Dayton House Norwegian Restaurant; Art Haus</i>	1856- 1857 (Davis, 1996) 1880 assessor	Two-story frame store building with falsefront. The façade has two upper story windows flanking a central door that opens onto a full-façade balcony. Under the balcony is a single storefront at street level. The storefront has a central double door flanked by 12-light display windows. Upper 6-over-6 windows have heavy flat wood headers, suggestive of Greek Revival styling, with small supporting brackets. Over the windows is an extended wood cornice with paired brackets that have turned drops. The storefront is a reconstruction based	II	C



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		 <p>(Tallgrass Historians LC)</p> <p>(undated but c. 1900)</p> <p>(c. 1985)</p> <p>One of 3 or 4 buildings owned by the Vesterheim organization that are recorded under one site number: #96-00664. This specific building was also assigned #96-00505.</p>		<p>on a historic photo (below left); the false front peak was removed, c. 1985 (Iowa site inventory form).</p> <p>Sanborn fire insurance maps note these historic uses for the building: 1885 vacant; 1894 cooper shop; 1902 junk; 1914 vacant; 1927 upholster'g; 1948 store. Davis (1996) indicates the first owner was grocer Silas Dayton and that the building was rehabilitated in 1985 to its present appearance. At that time a restaurant occupied the ground floor and Vesterheim museum offices were upstairs. Davis also notes that oral history indicates John Brown's widow and family stayed in the building during the Civil War years of 1863-1864.</p>		
3	A	<p>512 W. Water St. Cary's Fabrication, Cary's Welding</p> 	<p>1985</p> <p>1988 (date block)</p>	<p>One-story concrete block building with brick veneered false front façade; large block addition on the rear. The front is dominated by a large metal overhead door, and there is a single narrow vertical fixed or casement window also. Seegmiller (at 184) gives the history of past buildings on this lot.</p>	VI	NC (modern)



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4	A	<p>510 W. Water St. <i>Amman, Scott & Co. Warehouse, Decorah Manufacturing Co., J.H. Howes Threshing Mach. Co./Korsrud & Sampson Decorah Scales Wks.</i></p> 	1853 - 1860s	See 502 W. Water St.	II	C
5	A	<p>508 W. Water St. <i>Amman, Scott & Co. Warehouse, Decorah Manufacturing Co., J.H. Howes Threshing Mach. Co./Korsrud & Sampson Decorah Scales Wks.</i></p> 	1853 - 1860s	See 502 W. Water St.	II	C
6	A	<p>502 (-504) W. Water St. <i>Amman & Co., Amman, Scott & Co. Agricultural Works, Decorah Manufacturing Co., J.H. Howes Threshing Mach. Co./Korsrud & Sampson Decorah Scales Wks.</i></p> <p>Vesterheim Westby- Torgerson Education Center</p>	1853 circa	Earliest, original block of Amman & Co., this is a 3-story red brick industrial building, with 6 bays (windows) across the Water Street façade, and 7 bays overlooking the Mechanic Street secondary façade. Currently there are two "storefronts" on Water Street, each consisting of a central door with side lights and transom flanked by large display windows divided by muntins into multiple smaller lights. Each store/window opening at ground level is divided by stout brick piers and there is a common stone lintel resting on these brick piers running the entire length of the façade. A break and change of size in the lintel at the center of the façade suggests the original building may have been built close in time in two 3-bay stages (however, the original	II	C (together with its warehouse additions, has potential individual eligibility under Criterion C also)


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		 <p>(Gazetteer & Directory of the CM&StP RR, 1875)</p>		<p>corner factory block had this size and configuration, including the two tall additions constructed along Water Street to the west, by at least 1875).</p> <p>Above the lintel, the Water Street façade is symmetrical and balanced. The second floor has two round-arched freight doors positioned above the centered store entrances. These doors are flanked by windows. The third floor has six windows evenly spaced across the façade. All windows are six-over-six sashes with painted sills and crown headers, likely both of stone. At the roofline, arcaded brick corbelling stretches the entire length of the façade.</p> <p>Windows on the long Mechanic Street side elevation are identical to the Water Street façade except there are brick segmental-arched headers rather than the crown headers. There are no storefronts on this side. Numerous tie rods with star-shaped anchor bolts were used along the Mechanic Street side between each upper story, perhaps more evidence that this corner section needed to be tied into a slightly later section to the west. A tall, later addition has been added to the rear of the building. It has ground floor windows only.</p> <p>In terms of integrity, it is unlikely the storefronts and six-over-six windows are original but they are historically appropriate and enhance the appearance of the building.</p> <p>John Ammon established his agricultural business in 1853. In 1870 George W. Scott joined Ammon in this foundry and machinery shop that manufactured wagons and plows. A side venture into milling through the purchase of an established flour mill eventually ruined the entire business after a season of poor wheat (Gazetteer & Directory of the CM&StP RR, 1875; Sparks, 1877; Alexander, 1882; Bailey, 1913).</p> <p>Later uses of the building include: Decorah Windmill factory, 1885-?; Uffeman's furniture and carpet business, 1890; Adams Feed & Seed Co.; Coca-Cola bottling, feed grinding mill; television sales and repair</p>		


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				(Seegmiller, 1998. Note: the long form of this source is Seegmiller & Seegmiller, but is shortened hereafter to one Seegmiller to save space).		
7	A	<p>523 W. Water St. <i>Bernatz Grocery,</i> Vesterheim Amdal Odland Heritage Center</p>  <p>(undated but c. 1890s)</p>	1855	<p>Two-story stone building on a corner lot at the west edge of the commercial district; large late 19th century red-brick addition on the rear. The building's style references the Greek Revival, which is consistent with its 1855 construction date. Features include pediment returns on the front-gabled façade, a shallow-pitched roof, flat stone lintels, and symmetrical façade window placement. Larger stones at the corners that are worked smooth and laid as quoins, while the stonework on the rest of the building consists of small, roughly coursed field stones. Windows on the 2nd story are small one-over-one sashes that are likely replacements. The façade has two upper-floor windows over a historically appropriate wooden storefront that holds large glass display windows on either side of a central entrance. Fenestration along the long side wall includes four 2nd story windows over a single window on the first floor. Sanborns indicate past functions as: grocery (1885 with the rear addition extant; 1894; grocery with cigar factory on 2nd (1902); grocery with gasoline tank off its south wall (1914); store (1927); illegible function (1948).</p> <p>The historic photo on the left is from Seegmiller at 188. The grocery building is partially seen on the far right. The other buildings in the photo are nonextant, replaced by 521 and 523 W. Water, see below.</p> <p>One of 3 or 4 buildings owned by the Vesterheim organization that are recorded under one Iowa site inventory number: 96-00664.</p>	II	C
8	A	<p>521 W. Water St. <i>Bernatz warehouse,</i> <i>Troll's Treasures</i></p>	1927 (Seegmill	One-story brick 20 th -Century Commercial style building with a single storefront. A central entrance with a transom is flanked by two large store windows	II	C




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		<p>Oneota Co-op, Cedar Dreams Inn</p>  <p>c. 1980s</p>	er, 196)	<p>consisting of two large fixed panes divided by a robust muntin, over which are two smaller fixed windows the same size as the door transom. The mottled red bricks are laid in stretcher-only courses with white mortar. Above the storefront the bricks are worked into a large rectangular panel by headers. A soldier course of upright bricks separates the storefront from the decorative brick panel above.</p> <p>Constructed in 1927 by brothers F.M. & Albert Bernatz as a warehouse for their grocery store (<i>Decorah Public Opinion</i>, 4/20/1927). Sanborns indicate the building was constructed between 1927 and 1948. The 1948 map shows no passage between it and its neighbors. It is designated simply as a store in the latter year. Recently it operated as a two-suite guest house ("<i>Cedar Dreams Inn Opens on Water Street</i>," 7/12/2010; <i>Decorahnews.com</i> on 3/14/2016).</p> <p>The lower image at left is from <i>oneotacoop.com</i> on 3/18/2016.</p>		
9	A	<p>517 W. Water St. Oneota Financial</p> 	1978	<p>Two-story modern building with brown or dark red brick veneer on façade and exposed concrete block sidewalls. Ground floor windows are large fixed panes flanking a single entrance door. Overhead there are two widely-spaced casements. The building's windows are very small in light of the large expanse of brickwork. There were two frame restaurants on this lot in 1948, the date of the last Sanborn.</p>	VI	NC (modern)
10	A	<p>511 W. Water St. bowling alley, Northwestern Mutual- Randall J. Olson, DDS- Edward Jones offices</p> 	1940	<p>Wide, single story building with three offices within. The façade is smooth, beige face brick, with a single course of brown brick (vertically laid on the left or east side of the glazing) with a 90-degree turn to a horizontal course that runs across most of the façade to nearly meet the west side wall. Vertical brickwork design on the east end of the building is suggestive of Art Deco or Streamline Moderne influence. A thin band of decorative brickwork terminates the façade at the roofline. Windows are large, fixed panes that flank a central alcove holding the entrance doors; another single door is located under the decorative vertical brickwork. While the building is attached to its</p>	V	C





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		 (Decorah newspaper photo, no date)		<p>neighbor at 517 W. Water, it is freestanding at the other sidewall near 507 W. Water. Constructed as a bowling alley, with steel roof trusses to achieve the needed interior clear space, the arch roof is wide and shallow.</p> <p>The building was built on the open site of what had been a "junk yard" in 1927 (Sanborn).</p>		
11	A	<p>507 W. Water St. <i>Farmers Implement Co., Chamber of Commerce, Economic Development, and Visitor Center</i></p>  	1936	<p>Single-story, step gable building with a dark red brick veneer; façade is divided into three bays, each of which is heavily glazed. A central door in the middle bay is flanked with fixed display windows under transoms divided into three to four lights by muntins. The west bay contains three such window/transom arrangements, while the east bay has two window/transoms and a single door.</p> <p>In 1927, this lot was mostly open, but there was a small collection of attached frame buildings labeled "vacant" and "W.Ho." or warehouse (Sanborn). This may have been the remnants of the Engbretson Implement Co., which owned the lot and half of the next one east by 1891 (Seegmiller, 193). By 1948, the lot had been rebuilt with a brick-faced, tile block farm implement building (Sanborn). Historically, this building and the half lot to the east (now a parking lot) offered an implement dealer use of the side yard for displaying equipment too big to fit inside behind the display windows.</p>	II	C
12	A	<p>501 W. Water St. <i>Sugar Bowl Ice Cream Co.[?], Kentucky Fried Chicken, 104.7 Classic Hits KVIK</i></p> 	1977	<p>Two-story corner building, with brick veneer on 1st level and stucco or stuccoed-panels on 2nd. This treatment is identical on the façade and both exposed side walls. A heavy, metal awning wraps around the front and both side walls marking the line between stories. Windows on the façade consist of a band of dark glass on the ground floor under the awning and two widely spaced, double hung windows close to the sidewall corners. The space between windows has large modern signage affixed to the wall. Sidewall windows are both similar double-hung sashes and casements. The west side wall overlooks a narrow concrete drive or parking area. There are single doors on both levels and a metal fire</p>	VI	NC (modern or poor integrity)



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F S E Q U E N T I A L N O.	M A P I D	A D D R E S S, H I S T O R I C O R C O M M O N N A M E U N L E S S O T H E R W I S E N O T E D, P H O T O S T A K E N F R O M G O O G L E .C O M (S T R E E T V I E W) O R C O U N T Y A S S E S S O R	Y E A R B U I L T A S S E S S O R ' S D A T E U N L E S S O T H E R W I S E N O T E D	D E S C R I P T I O N, H I S T O R Y, & C O M M E N T S "S A N B O R N S" R E F E R S T O F I R E I N S U R A N C E M A P S. S E E S E C T I O N 9 F O R F U L L B I B L I O G R A P H I C E N T R I E S. E N T R I E S S T A R T A T T H E W E S T E N D O F T H E D I S T R I C T (S E E M A P S).	P R O P E R T Y T Y P E U N D E R I O W A ' S M A I N S T R E E T C O M M E R C I A L A R C H I T E C T U R E M P D	E V A L U A T I O N C= C O N T R I B U T I N G *N C= N O N - C O N T R I B U T I N G *N C B U I L D I N G S T H A T A R E H I D D E N B E H I N D M O D E R N C L A D D I N G S S H O U L D B E R E E V A L U A T E D I F T H E C L A D D I N G I S R E M O V E D
				<p>escape from the upper doors. The 2nd story was added sometime later (volunteer research).</p> <p>Former site of a long-term ice cream factory, this building <i>may</i> be a remnant of that business, despite the assessor's 1977 date. The size, scale, and features like the slight step-back profile of the side walls suggest an older building. It also fits the ice cream building footprint shown on the Sanborns. Aerial view of concrete patches poured when additions and ancillary buildings were removed is also consistent with the ice cream factory footprints as shown on the Sanborns. The integrity is poor, however, if it is indeed an older building. Local historians indicate this building was constructed as a fast food franchise (Kentucky Fried Chicken) and then converted to apartments, at least on the second floor (Seegmiller, 193).</p>		
13	B	<p>418 W. Water St. Northeast Iowa Montessori School</p> 	1900	<p>One-story, double-wide, frame store with EIFS or other synthetic stucco cladding. The building has a central entrance with bands of fixed windows on either side.</p> <p>While the building is pretty well hiding its history behind modern cladding, reading the Sanborns together suggests this may be two older building joined behind the one façade. Post 1900 Sanborns indicate one building on this location (the east half of the present building) was vacant in 1902, used for furniture storage in 1927, and unspecified storage in 1948.</p>	V	NC (integrity)
14	B	<p>412 W. Water St. The Nordic Clipper</p> 	1984	<p>Small, 1-story store building with inset entrance off to one side, and three large fixed windows filling the rest of the façade, which is clad in stone veneer.</p>	VI	NC (modern)
15	B	<p>410 W. Water St. Sugar Bowl Ice Cream Co.</p>	2001	<p>Modern 2-story, concrete block, façade is clad in a white metal paneling. The storefront has a central entrance flanked by windows. Overhead there is a curved balcony with a metal railing hanging from the 2nd floor. It is accessed by a central door, flanked by</p>	VI	NC (modern)




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F S E Q U E N T I A L N O. MAP ID	ADDRESS, HISTORIC OR COMMON NAME UNLESS OTHERWISE NOTED, PHOTOS TAKEN FROM GOOGLE.COM (STREET VIEW) OR COUNTY ASSESSOR	YEAR BUILT ASSESSOR'S DATE UNLESS OTHERWISE NOTED	DESCRIPTION, HISTORY, & COMMENTS "SANBORNS" REFERS TO FIRE INSURANCE MAPS. SEE SECTION 9 FOR FULL BIBLIOGRAPHIC ENTRIES. ENTRIES START AT THE WEST END OF THE DISTRICT (SEE MAPS).	PROPERTY TYPE UNDER IOWA'S MAIN STREET COMMERCIAL ARCHITECTURE MPD	EVALUATION C=CONTRIBUTING *NC= NON- CONTRIBUTING *NC BUILDINGS THAT ARE HIDDEN BEHIND MODERN CLADDING SHOULD BE REEVALUATED IF THE CLADDING IS REMOVED
			pairs of windows of differing sizes.		
16	<p>B</p> <p>408 W. Water St. <i>Harvey Radio & Television, Harvey Hobby Shop</i></p>  <p>(Mark Muggli photo)</p>  <p>c. 1900 photo (Seegmiller, 168)</p>	<p>1910, circa</p> <p>1950 facade</p>	<p>Narrow, 1-story brick building, with an extended rear addition built in 1971. The Midcentury Modern façade is faced with thin, yellow Roman brick stacked in staggered courses. The storefront has an offset entrance with three large display windows to it side. The same thin yellow brick, laid up in the same staggered fashion, was used in the façade of 415 Water, nearby across the street (built in 1950).</p> <p>The 1902 Sanborn is the first fire map to show this lot developed (the 1894 map showed an empty lot) with two very narrow, 2-story frame building housing carpenter and a tailor shops. In 1914, these had been replaced by a single, 1-story building, probably the extant building. The 1908 tornado hit this north side block hard and the two earlier frame buildings may have been its victims.</p> <p>Seegmiller has an early view of this block (see below left), but the 1880s estimated date for the view is more likely the 1890s.</p>	V	C




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17	B	<p>406 W. Water St. <i>O.J. Ness grocery warehouse, Flour storage (1927), hatchery (1948), Matter Hatchery, Decorah Hatchery (to 2009)</i></p> 	<p>1923 <i>Decorah Republican</i>, 3/15/1923 1928 assessor</p>	<p>One-story, 20th Century Commercial style, brick veneer of tapestry brick; central entrance flanked by large display windows divided by thick mullions with transoms above. Over the storefront is a decorative horizontal brick panel with stone trim blocks outline by smaller brick squares and a rectangle. The roofline is capped with a light-colored masonry coping.</p> <p>Said to be constructed by O.J. Ness (see 400 W. Water) in 1916 for his grocery storage (Seegmiller, 166); however, contemporary newspaper article dates it to 1923; used as a chick hatchery for three generations of the Matter family.</p>	III	C (very intact)
18	B	<p>404/402 W. Water St. <i>Miller & Son's Decorah Steam Laundry, Decorah Steam Laundry, Decorah Laundry & Dry Cleaning, Wangness photo (404)/State Farm Ins. (402), Beyond Bar Bakery (404)/Paradise Sun (404).</i></p>   <p>(1912)</p>	1900	<p>One-story, brick building with façade divided into two storefronts (left with stone veneer is #404; right with red signage is #402). Historically, the right 2/3rds is the original building despite the apparent division by these modern storefronts. The far left portion was a smaller wing that appears to have held the boiler for the steam laundry business (Sanborns, 1894, 1902, 1914). Probably in 1916, this small addition was enlarged to its current size (Seegmiller, 165), and certainly by 1927 (Sanborn). Right (east) storefront has an unknown material cladding the top half of the façade from which a flat canopy hangs. Under that is an offset entrance and display windows. The east endwall is the same stone veneer that clads the left (west) façade, which has a central entrance and a newly created fixed window. Above the façade, chimney stacks that date to the steam laundry days are extant.</p> <p>Historic photo at bottom left is from Seegmiller (134); see also it and its adjacent neighbor 400 W. Water below.</p>	V	NC (very poor integrity)




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19	B	<p>400 W. Water St. <i>C.F. Tramm shoe store, [Ness?] furniture/funeral business, O.J. Ness Grocery, Java John's</i></p>  <p>(Mark Muggli photo)</p>  <p>1912 view (Seegmiller, 134)</p>	<p>1893 (Sanborn, Seegmiller , 164)</p> <p>1900 (assessor)</p>	<p>Two-story, wood-frame falsefront now clad in replacement siding; many windows may be original or from the 1910s, based on the historic photo (1x1 on façade; 3x3 on side). The storefront has an offset entrance and otherwise large display windows divided by muntins; bulkheads are clad in stone veneer as is the 1st-story east endwall; the original outside stairway to the upper floor is now incorporated as interior space; foundation is limestone block. The 4 small roofline brackets visible in the historic photo are nonextant.</p> <p>The building was first a shoe store (Seegmiller, 164), then a furniture store (Sanborn, 1894) with the basement possibly used as a mortuary (Davis, 57; these two functions were once commonly handled together because coffin- and furniture-building skills were similar); additionally, a brother of O.J. Ness ran such a business on the east side (Seegmiller, 165). Also, the 1894 and 1902 Sanborns label the function as "furn'e" the abbreviation for furniture. In 1910, O.J. Ness began a grocery store here (Davis, 57); or 1909 (Lorentzen, caption for sidewalk kiosk photo "O.J. Grocery").</p>	<p>II (form) or III (constr. date)</p>	<p>C (Integrity Impaired by siding, but the size, scale, falsefront, and overall profile maintain the historic appearance of the building and permit it to contribute to the district. The Decorah HPC file on this building contains good photodocu- mentation for rehabbing the façade and storefront.)</p>
20	B	<p>421 W. Water St. <i>J.J. Marsh Bldg., Marsh Hall, Reed & May farm implements, Adams Seed Co., Tatro Radio Co., Nehi Bottling Co., Oneota Co-op (2nd flr), Old Armory Mall</i></p>  <p>Water St. façade</p>	<p>1895 (Davis)</p>	<p>Largely a 3-story, detached, red brick, corner building; dark red face bricks (stretcher only, likely over common bricks); common red bricks on rear wall only. A small portion toward the rear alley has a 4th story. The building has 3 public sides since its east wall overlooks an empty lot now paved for parking and outdoor tables. Fenestration varies wall by wall and, except for the façade, is neither symmetrical nor balanced. The façade at sidewalk level has a central entrance, trimmed in stone and flanked by two large display-window bays each filled with 4 large panes of fixed glass separated by muntins. On the 2nd story, 7 windows have round brick headers and a shared stone sill. The central window above the entrance is slightly larger. The 3rd story façade replacement windows have no visible headers (suggesting steel behind the brick course) and a simple brick header-only course for the sills. The west side wall overlooking Mechanic St. has a newer double door entrance toward the center, and small fixed windows except toward Water St. where they are larger. The</p>	<p>III</p>	<p>C</p>




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		 <p>Mechanic (l) and rear (r) elevations</p>  <p>2nd floor interior, c. 1978 when Oneota Co-op occupied (oneotacoop.com, 3/18/2015)</p>		<p>east side wall has few windows.</p> <p>A tall square brick tower has been added toward the center of the east wall (stairwell or elevator) and this feature has large 3-part windows on the 2nd and 3rd stories. Six small fixed windows are randomly located to the south/alley side of this stair tower; 2 small windows are located on the 3rd story to the north/front of the tower. The rest of the east wall here is blank but has been used for large painted signage in the past (faded, illegible). Also on the east side wall, toward the front or Water St. is a small 1-story addition clad in stone veneer with brick trim around the large front window. This is a modern addition. Behind it toward the alley is an open patio area used for tables and chairs for the businesses within. The rear/alley side wall has a metal fire escape that reaches all floors and small, irregularly placed, fixed windows set in larger openings that have been infilled in brick.</p> <p>Constructed as a 2-story building, the 3rd story of the rear half, near the alley, was added between 1914 and 1927; the front 3rd story was added between 1927 and 1948, as was the partial 4th story toward the rear alley (Sanborns). The purpose of the 4th level is unknown. It has two rooms that are not connected. Rather, there is a separate stairway from the 3rd floor to each room.</p>		
21	B	<p>415 W. Water St. Freeman Alberts Plumbing & Heating, Oneota Community Co-op Grocery (1990s), Red-Roxy Quilt Co.</p> 	<p>1953 <i>(Decorah Public Opinion, 4/13/1953)</i></p>	<p>This low 1-story, wide masonry, Midcentury Modern building occupies two city lots. Its façade is yellow Roman-brick veneer; single glass commercial entrance door is toward the west end with large expanses of fixed windows filling the rest of the façade between sidewalls. Its original function was a plumbing & heating business (<i>Decorah Public Opinion, 4/13, 5/18/1953</i>). It replaced two wooden falsefronts (bottom photo at left; Seegmiller, 168).</p> <p>The same thin yellow brick, laid up in the same staggered fashion, was used in the façade of 408 Water, nearby across the street.</p>	V	C




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		 <p>Buildings replaced by present one (Seegmiller)</p>				
22	B	<p>411 W. Water St. <i>Barthell Building, furniture store/undertaker, Eastside Bottling Works, Fancy Pants & Rien de Nouveau</i></p> 	<p>1899 (<i>Decorah Public Opinion</i>, 9/20/1899)</p>	<p>Two-story brick veneer (now stuccoed); two entrances offset to west side of facade with large plate glass display windows to the side wall. Overhead are four evenly spaced replacement windows with stone sills, prominent keystones, and header drops. The round headers are stuccoed/painted; space between the top of the windows and the header is infilled with a solid material. The roofline is capped with a solid modern material.</p> <p>Built in 1899; expanded with a rear addition (1974). In 1902 it was occupied by a furniture/undertaker (Sanborn). May have been built by or for Richard Schrubbe, a book & paper products dealer and amateur photographer (1913 <i>History of Winn Co.</i>, 227-228). 1914 Sanborn says it's veneered and vacant.</p>	III	C (integrity is reduced by the stucco, however its traditional storefront and 2 nd story fenestration and window details are intact, allowing it to contribute)
23	B	<p>403 W. Water St. <i>Sever Olson blacksmith shop, W.&W. Chevrolet, Bradley Auto Sales, Plan 1 Financial</i></p> 	1922	<p>This is a tall 1-story tile-block building with a double-wide façade. It is attached to 411 W. Water on the west, but freestanding on the east. The façade is divided by vertical features into halves. The endwall features may be the sidewalls that protrude proud of the façade, while the central feature may simply be decorative. Windows consist of various sizes of fixed lights with asymmetrical placement. The entrance is to the east of the central feature. The surface appears to be clad in an EIFS synthetic stucco.</p> <p>The 1927 Sanborn indicates this was a welding and blacksmith business that also had garage space. Seegmiller (171) identifies the blacksmith as Seer Olson and a later auto sales businesses (at 57). It now has the</p>	V	NC (integrity)




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24	B	<p>401 W. Water St. <i>DX Gas Station</i>, Marine Corps Career Center- Prudential-Sundance Travel-Audibel Hearing Center building</p>   <p>This is NOT the Decorah station, but an example of a similar c. 1950 Streamline Moderne service station</p>	1949 (rear addition 1982)	<p>appearance of a modern building.</p> <p>Single-story former gas station on a double corner lot; driveways into front parking area from both streets. The stuccoed building has a corner office with a rounded corner window (now filled in with stone or faux stone) and a double-bay side service area (now converted to offices). The former service bay has a central front entrance flanked by two large fixed windows. The office area has an offset entrance and two similar fixed windows. Around the rounded corner, the side has three fixed windows. Beyond those is the 1982 office addition, with a central entrance flanked by two similar windows. The addition is not easily visible from Water Street.</p> <p>This corner, consisting of 3 lots, was cleared of its older historic building in 1914 (Sanborn). This may have been the result of a 1908 tornado that hit the commercial district, heavily damaging or destroying numerous buildings. A small, freestanding gas station with an open canopy was constructed diagonally on the lots by 1927 (Sanborn). By 1948 a 1-story "grease" building had been added (Sanborn). Soon thereafter, these buildings were removed and the extant Streamline Moderne-influenced DX station was built.</p> <p>Historic image at left bottom is from https://farm4.staticflickr.com/3570/3518991326_64ea5a8878_b.jpg on 3/22/2016</p>	IV	C (impaired integrity but the size, lot placement, and overall shape clearly still suggest an early gas/service station)
25	C	<p>326-316 W. Water St. (former addresses) Pocket park & shelter, Norm Smith Plaza</p>  <p>(Tallgrass Historians LC)</p>	2014 circa	<p>This is a small park at the northwest corner of W. Water and Mechanic Sts. Its perimeter is outlined by a short limestone wall; flooring is red brick with open squares for planting small trees; contains metal sculptures of woodland animals, 3 metal tables and chairs, octagonal shaped covered shelter, and a Victorian-styled information kiosk. Rear (north) part of these city lots is given over for auto parking.</p> <p>Sanborns indicate in 1948 there were six buildings on these city lots, including the 3-story city hall and fire department (below left). These buildings were removed in 1958 in order to build a new Fareway Store</p>	VI	NC (modern)





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		 <p>(State Historical Society of Iowa, Iowa City)</p>		(see building at 312 W. Water) and provide a parking lot for its customers (project volunteer's research).		
26	C	<p>312 W. Water St. <i>Fareway Stores, Oneota Co-op</i></p>  <p>(Tallgrass Historians LC)</p>	1959 (news- paper, volunteer research)	<p>Single-story, brick-faced grocery store with an offset front entrance and a band of large display windows filling the rest of the façade. Devoid of ornamentation when it was opened as a Fareway store, a cornice with paired brackets was added in the early 1990s when it was converted to a co-op grocery.</p>  <p>(1961, volunteer research)</p>	III	C
27	C	<p>310 W. Water St. <i>Tillinghast Building</i></p>  <p>(Tallgrass Historians LC)</p>	1937	<p>Two-story building with a variety of brick features on the façade. The storefront is divided into two bays with entrances centered on the front, either side of a central door that presumably leads to the second floor. Large display windows flank the central, recessed entrance area. Bulkheads under these windows are black-glazed brick, while over the storefronts the bricks are yellow and laid in stretcher-only fashion. The yellow bricks at the level of the two 2nd-story windows alternate with red ones to create a horizontal stripe effect. The casement windows have recently replaced prior squat</p>	III	C



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				<p>casement or fixed windows, but the difference is minor. The name and date block are located in the center at the roofline with has concrete coping.</p> <p>When constructed by Clark G. Tillinghast, the building was a single unit inside and housed a short-lived restaurant. For most of its years, the building has had a series of tenants, each occupying one half of the floor space. Tenants included a barber shop, jewelry store, art gallery, government office, and chiropractor office (Davis, 59).</p>		
28	C	<p>306 W. Water St. Yoga Studio</p>  <p>(Mark Muggli photo)</p>	1920 (modern façade)	<p>This small, 1-story building sits at a location that was extensively damaged by a 1908 tornado. It housed an auto repair shop in 1927 (Sanborn). A more or less central entrance is flanked by two different sized fixed display windows. Stretcher-only gray veneer brick clads the façade and outlines a panel of decorative brick near the roofline. The panel has three contrasting masonry diamonds surrounded by gray bricks laid in a herringbone pattern. A series of assessor photos indicates this façade is newer, replacing a prior façade brick that was beige and brown and lacked the decorative panel. While this façade was nicely done, it is nonetheless modern and obscures the historic façade.</p>	V	NC (Integrity)
29	C	<p>304 W. Water St. Payday Advance</p>  <p>(Mark Muggli photo)</p>	1900 (assessor) 1928-1948 (Sanborns)	<p>This small, 1-story building sits at a location that was extensively damaged by a 1908 tornado. The assessor's date of 1900 may be too early, though the historical record is unclear. It is solid brick (assessor) with end walls that protrude just a bit from the plane of the façade. Face bricks on the façade are a mottled red color and laid in stretcher only courses except for soldier courses at the sidewalk and near the roof, where there is also masonry coping. Two modern glass and white-metal doors are positioned near the center of the façade and flanked by two display windows.</p> <p>If the assessor's 1900 date is correct, it was occupied by a saloon in 1902 (Sanborn) and a flour warehouse in 1914 (Sanborn). The 1927 Sanborn shows a vacant lot at this location, and a building divided internally into two stores in 1948. The presence of two doors today suggests this building dates to between 1927 and 1948,</p>	V	C



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30	C	<p>300 W. Water St. <i>Central Block, Blue Heron Knittery</i></p>  <p>(Tallgrass Historians LC)</p>  <p>Aftermath of 1908 tornado (Seegmiller)</p>	1901	<p>not 1900.</p> <p>Two-story, corner building with a narrow façade overlooking W. Water. The prominent long side elevation has an exposed stone foundation due to the descending slope of the narrow Court St. (a one way down the hill from Water). The building is of yellow brick with rough-face stone trim. Its Water Street façade has single large storefront, with an offset entrance near the corner. A second entrance is found on the opposite façade endwall, and opens onto the stairway to the second floor. The limestone bulkhead under the windows is newer as is the signboard material over them. At the second floor, façade windows rest on a stone beltcourse. Around the corner, on the long elevation, the stone forms discreet sills under each window. A decorative running brick header outlined by a protruding brick course links the windows on both façade and side elevation. Windows on the 2nd story are replacements. The most prominent feature of this building, however, is the rounded corner turret supported underneath by a stone and brick pier. The turret's brick is rock-face and its windows sit on stone sills, with a shared stone header. Capping the turret is a conical tiled roof with a wide frieze band decorated with Adamesque swags. The roofline is further decorated by a robust row of brick corbelling and, at the center of the façade roof, a pyramidal name and date block reading "Central Block" and "1901." The building's eclectic styling mixes Queen Anne, Romanesque, and Neoclassical elements. One of three surviving (out of at least four) corner buildings with similar corner turrets.</p> <p>Built by Emil Rosenthal, a German immigrant, to house his tavern and billiard hall, he converted the business to a grocery when Prohibition was enacted (see also 309 W. Water). Its lower, walk-out, level was rented from 1917 to 1926 by the Women's Civic Club. In later years the building housed the offices of the Decorah Gas Company, later People's Natural Gas Co. ("Water Street Historic Buildings" walking tour brochure; Seegmiller, 143; Davis, 60).</p>	III	C (may have potential individual eligibility under Criterion C also)




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31	C	<p>321 W. Water St. Viking State Bank & Trust (drive-up & canopy)</p> 	<p>1953- 1993 (Davis)</p>	<p>One-story drive-up facility housed in a 1953 building with a c. 1993 canopy to the side, surrounded by a large concrete drive/parking lot. The drive-up has large dark fixed windows, EIFS synthetic stucco, and a shallow-pitched roof; remodeled in 1996 (Davis, 58).</p> <p>Constructed or reconstructed for the bank in 1953 (Davis, 58), the drive-up facility occupies a large city lot, the previous long-term site of an agricultural implement business and warehouse (from at least 1885 [Sanborn], the Engbretson Implement Co.; later the site had a filling station and Kwik Trip convenience store. Seegmiller, 158).</p>  <p>c. 1915 view of nonexistant ag-implement business (Porter House Collection)</p>	V	NC (integrity)
32	C	<p>317 W. Water St. Grocery, printing business, Public Opinion, Viking State Bank & Trust offices</p> 	<p>1885 (before)</p>	<p>This address is historic and no longer used. The bank next door at 321 W. Water owns and uses the building without a street address. Two-story brick (assessor) building with a gabled roof behind a falsefront. There are three fixed dark-glass windows at sidewalk level and three similar windows overhead, all replacements. Original brick corbelling at roofline removed, ca. 1996, as was any other decorative façade detail. The surface is clad with an EIFS-type material to help the building blend in with the bank's drive-up next door at 321 W. Water.</p> <p>Sanborns indicate this building was present in 1885, when it was a grocery store. In 1894 the store was vacant but there was a dwelling space on the upper floor. The 1902 Sanborn says "Printing" on the building (the Public Opinion paper was located here in 1899; see below left), while the 1914 Sanborn labels it an office, perhaps for the general storage business next door at</p>	V	NC (integrity)



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		 <p>(Picturesque Decorah, 1899)</p>  <p>(right bldg.; ca. 1900, Susan Jacobsen Collection)</p>		<p>315. In 1927, there remained a store below, but the 2nd floor was labeled "hall" (public or fraternal, etc.). In 1948, Goetsch Home Interiors located here until around 1977 (Davis, 58), and from 1993 until the bank remodeled it around 1996, Skeate Books was the tenant (Davis, 58).</p>		


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33	C	<p>315 W. Water St. <i>Schouk's Dry Goods,</i> Viking Bank & Trust</p>  <p>(<i>Picturesque Decorah,</i> 1899)</p> <p>(left bldg., ca. 1900, Susan Jacobsen Collection)</p>	Between 1894 and 1899	<p>The building, mildly Romanesque in style, has two stories, is of painted brick, and has an intact storefront with a central recessed entrance flanked by cast iron columns and large display windows sitting on paneled bulkheads. Offset to one side is the door for the stairway to the second floor. Overhead, the transom above the storefront has been uncovered, though the transom lights are likely not original. Above the storefront are three evenly spaced replacement windows with round-arched headers, over which is a single course of slightly-protruding arcaded header bricks painted in a contrasting color. At the roofline is an elaborate cornice of brick corbels. At some point, the building lost the small façade balcony seen in <i>Picturesque Decorah</i>, though the vestigial hardware is still present, centered under the central window. This is a nicely rehabbed commercial building, also owned by the Viking Bank & Trust next door.</p> <p>Sanborns indicate it was constructed after 1894; its picture in an 1899 local souvenir book narrows that date.</p> <p>In 1899, the building housed the Schouk's Dry Goods store (<i>Picturesque Decorah</i>); the 1902 Sanborn labels it a dry goods and millinery shop; in 1914, it was general storage. The 1927 Sanborn labels the building a store, but the one-story rear portion was "vulcanizing & battery repair, elect. motors". Oral history recorded for the building is as follows: "...we were given information that Dewey Tatro started his business manufacturing appliances for the rural 32 volt electric systems at this location. When the Tatro brothers went into business together they moved to 421 West Water Street" (Seegmiller, 157).</p>	II	C


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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">FSEQUENTIAL NO.</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">MAP ID</p>	<p style="text-align: center;">ADDRESS, HISTORIC OR COMMON NAME</p> <p style="text-align: center; font-size: small;">UNLESS OTHERWISE NOTED, PHOTOS TAKEN FROM GOOGLE.COM (STREET VIEW) OR COUNTY ASSESSOR</p>	<p style="text-align: center;">YEAR BUILT</p> <p style="text-align: center; font-size: small;">ASSESSOR'S DATE UNLESS OTHERWISE NOTED</p>	<p style="text-align: center;">DESCRIPTION, HISTORY, & COMMENTS</p> <p style="text-align: center; font-size: x-small;">"SANBORNS" REFERS TO FIRE INSURANCE MAPS. SEE SECTION 9 FOR FULL BIBLIOGRAPHIC ENTRIES. ENTRIES START AT THE WEST END OF THE DISTRICT (SEE MAPS).</p>	<p style="text-align: center;">PROPERTY TYPE</p> <p style="text-align: center; font-size: x-small;">UNDER IOWA'S MAIN STREET COMMERCIAL ARCHITECTURE MPD</p>	<p style="text-align: center;">EVALUATION</p> <p style="text-align: center; font-size: x-small;">C=CONTRIBUTING *NC= NON- CONTRIBUTING *NC BUILDINGS THAT ARE HIDDEN BEHIND MODERN CLADDING SHOULD BE REEVALUATED IF THE CLADDING IS REMOVED</p>
34	C	<p>311 W. Water St. <i>K. I. Haugen building, Hutchinson's Grocery, VFW building, Decorah Furniture</i></p>  <p style="font-size: x-small;">(Picturesque Decorah, 1899)</p>	1890	<p>This is a brick, 2-story, double wide storefront. It has a central recessed entrance, flanked by double display windows sitting on red-brick replacement bulkheads. The wide signboard is clad in wood and above that, the second story has two sizes of windows. The windows near each end wall and the two central windows are all tall singles, but between these are two sets of narrower paired windows. Window sills are painted but are probably stone. Likewise, headers are painted and either incised or painted with a delicate design. The windows are double-hung sashes with a transom over each and are likely replacements from c. 1998 ("Water Street Historic Building" walking tour pamphlet). Above the 2nd-story windows is the building's outstanding architectural feature, an ornate cornice projecting well proud of the building and made of large and small brackets, paneled frieze bands, small finials (nonextant), and acanthus leaf medallions. It references both the Queen Anne and the slightly earlier Italianate styles.</p> <p>Constructed by K.I. Haugen, a Norwegian immigrant, the store advertised sales of "dry goods, carpets, shoes, and groceries" and by 1905 was claiming to be the "largest store in Winneshiek County" (Davis, 59). Haugen's store closed in 1933, at which point it became Hutchinson's Grocery. In 1958, the Veterans of Foreign Wars bought the building and used the upper floor as a meeting hall. In 1958, Decorah Furniture moved into the building (Seegmiller, 157; Davis, 59).</p>	III	C (potential individual eligibility under Criterion C also)
35	C	<p>309 W. Water St. <i>E[mil]. Rosenthal building, Alstad bakery, Zahasky Professional Building</i></p>	1897	<p>Two-story red, brick building with rusticated stone trim on ground-floor sidewalls, beltcourse/sills between stories, running header on 2nd store, date/name block, and at the roofline trim. The storefront has an offset recessed entry while access to the stairway to the second floor is on the opposite side wall. The large signboard covers the original transom area across the façade. Overhead on the second floor a large oriel window survives but is now clad with replacement siding. The tall narrow windows on either side are likely replacements but retain what appears to be the original leaded-glass panes above the stone header. The stone work above the 2nd story includes a flat arch of brick</p>	III	C


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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">F SEQUENTIAL NO.</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">MAP ID</p>	<p>ADDRESS, HISTORIC OR COMMON NAME UNLESS OTHERWISE NOTED, PHOTOS TAKEN FROM GOOGLE.COM (STREET VIEW) OR COUNTY ASSESSOR</p>	<p>YEAR BUILT ASSESSOR'S DATE UNLESS OTHERWISE NOTED</p>	<p>DESCRIPTION, HISTORY, & COMMENTS "SANBORNS" REFERS TO FIRE INSURANCE MAPS. SEE SECTION 9 FOR FULL BIBLIOGRAPHIC ENTRIES. ENTRIES START AT THE WEST END OF THE DISTRICT (SEE MAPS).</p>	<p>PROPERTY TYPE UNDER IOWA'S MAIN STREET COMMERCIAL ARCHITECTURE MPD</p>	<p>EVALUATION C=CONTRIBUTING *NC= NON- CONTRIBUTING *NC BUILDINGS THAT ARE HIDDEN BEHIND MODERN CLADDING SHOULD BE REEVALUATED IF THE CLADDING IS REMOVED</p>
		 <p>(Picturesque Decorah, 1899)</p>		<p>and a large stone keystone centered over the oriel. The building references the Queen Anne style popular in the late 19th century.</p> <p>An article in the <i>Decorah Republican</i> (7/29/1897) discusses the pending construction of the building, identifying H.S. E. Renken as the person who "drew the plans." <i>Picturesque Decorah</i> (1899) photo shows signage on the ground floor ("Bakery") and on the upper-story oriel window ("J.J. Cameron Real Estate"). Sanborns indicate the building was a bakery from at least 1902 through 1927 and probably beyond. It replaced a smaller one-story bakery shown on the 1894 Sanborn, perhaps operated by Ole Dotseth. Building owner Emil Rosenthal (1865-1943) emigrated from Germany in 1884 and became a naturalized citizen in 1889 (Ancestry.com on 4/27/2016). Ole Dotseth may have continued to operate the bakery on this site for Rosenthal who also built "Central Block" in 1901 across the street at 300 W. Water to house his tavern (Seegmiller, 155-156). Rosenthal converted the tavern to another grocery store in 1911 according to Davis (at 59).</p>		




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36	C	<p>307 W. Water St. <i>Grocery, Haas meat market, Bollinger & Co. Meat Market, Becvar's Market, Your Place</i></p>  <p>(Mark Muggli photo)</p>  <p>(newspaper clipping from project volunteer research, no source but references Decorah's centennial and is dated 1949)</p>	1894, by	<p>Single-story frame shop building with a gabled roof behind the falsefront; central entrance flanked by two replacement slider (?) windows. Replacement wood and vinyl siding on the façade, terminating in a brick bulkhead at the sidewalk.</p> <p>This little shop building is among the last of the wood-frame shops from the earliest generation of Water Street stores. It does not appear on the 1885 Sanborn but is on the 1894 map; however, a watercolor painting of the block from 1882 purportedly shows the building extant at that time. The 1894 Sanborn lists it as a grocery; the 1902 as a "buggy repas'y"; and by 1914 it was a meat [market]. The shop represents the early, wooden shops in the commercial development along the west fringe area of Water Street, just outside the earliest main commercial blocks (100 East and 100 West Water Street). Businesses at this end of the district mixed commercial with light industrial functions with detached dwellings.</p>	II	<p>NC (integrity)</p> <p>If the façade is ever rehabilitated, the building should be reevaluated.</p>
37	C	<p>303 W. Water St. Niess building</p>  <p>(Mark Muggli photo)</p>	2004	<p>Two-story, metal frame, and brick veneer building. The brickwork is flat but decorative; windows have decorative arched brick frames and keystones, with a basket weave pattern filling the space between window and the arch.</p> <p>Currently houses a beauty and/or barber shop.</p>	VI	<p>NC modern</p>




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38	C	<p>301 W. Water St. <i>Post Office, Bill Coup music store, Reed & Lennon, Helwig Radio & Appliance</i></p>  <p>(Mark Muggli photo)</p>  <p>(Before 1908, Susan Jacobsen collection)</p>	1900, ca.	<p>Two-story stuccoed brick corner building; offset entrance near corner with a door to the upper floor staircase on the opposite end of the façade; metal post supports the cantilevered corner of the building. A silver (metal?) sidewalk awning hangs from the façade to cover the large display windows between the two doors and wraps around the corner to cover the display window there. The second floor windows are reduced-size replacements with wood infill making up the difference. A painted beltcourse just under the 2nd-story windows may be stone. The building has been stripped of all its original decorative/architectural details.</p> <p>This building was constructed sometime between 1894 and 1902, based on Sanborns. It (and its neighbor at 303 West Water [not the current 303]) replaced a large dwelling constructed by Horace Weiser, ca. 1860 (Seegmiller, 153). The post office remained here until a new one was built by the federal government in 1912; following the post office was a series of retail businesses (Seegmiller, 154). The 1908 tornado, which damaged many of the buildings in this and neighboring blocks, tore off the heavy pedimented cornice seen in the colored postcard image to the left.</p>  <p>(1908 tornado damage, Seegmiller)</p>	III	NC (integrity)




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39	D	<p>224 W. Water St. <i>Golz Furniture, Copyland</i></p>  <p>(Google.com on 4/29/16)</p>  <p>(1911, author's postcard collection)</p>  <p>(ca. 1880, Seegmiller, 98)</p>	<p>1885, by (as early as 1870 or 71, Seegmiller)</p>	<p>This 2-story, red brick, Italianate corner building was constructed by one of the town's earliest merchants, cabinet maker/furniture dealer Charles Golz. Court St., between it and the 1901 Centennial Block (300 W. Water), is so narrow it accommodates one-way traffic only. The building's site falls quickly from its front wall on Water Street down the hill to the north toward the Upper Iowa River valley. As such, the building's roughly-coursed white limestone foundation walls become gradually fully exposed from front to rear walls.</p> <p>Sidewalls are made of dark red brick and, on the highly decorated, long west wall along Court St., are laid up in a modified common bond. Stone is used for the water table, as window sills and sill brackets, and as keystones and "capitals" in the 2nd-story window openings. First story windows have simple segmental-arch brick headers. There are vertical brick details between the 1st and 2nd, and 5th and 6th bays of this side wall that appear to be pilasters but may not be engaged. (Anecdotally, this detail is seen in images of other nonextant early buildings along Water St. and may be structural, or a narrow stove chimney, or simply a popular decorative detail to bring relief to long exposures of brick). At the long roofline along this side wall are widely-spaced brick corbels formed to look like pendants or drops. A newer exterior chimney has been added to this west sidewall. Windows are double hung replacements with a few openings simply infilled with solid material on the 1st story. Replacement windows on the 2nd story have fixed upper panes and a hopper panel at the bottom. The ghost sign "JOURNAL" appears near the Water St. end of this sidewall.</p> <p>The narrow façade overlooking Water St. appears to have been remodeled in the 1910s. The storefront is a recent renovation with an</p>	III	C



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		 <p>(ca. 1895, Vesterheim Collection)</p>  <p>The future location of this building is marked in red on this 1870 birdseye map (Library of Congress)</p>		<p>offset entrance. Display windows fill the rest of the space, and a full-width metal awning hangs over the storefront. Overhead, the second story is veneered in dark red face brick. Protruding brickwork forms a large "frame" in which are three evenly spaced windows (modern) sitting on stone sills. Over these windows is a full-width stone shelf or belt course. Above this is decorative brickwork that forms a smaller rectangle within the frame. Each corner of the rectangle is marked with an inset stone square.</p> <p>The east side wall overlooks a much shorter and probably older frame false front (seen next entry). This east wall originally had no windows (Sanborn, 1885) but two have been opened toward the rear wall, one on each story. Like the west wall, an exterior chimney has been added and there is a ghost sign but its message is not discernible.</p> <p>The fully exposed 3-story rear wall, to which a small 1-story concrete block addition has been attached, maintains a historic screened-in wooden balcony, probably from the early 20th century. This balcony would have originally overlooked an open area of stables, barns, and a view of the nearby millrace. Today it looks out on a large paved parking lot and athletic fields beyond.</p> <p>Merchant Charles Golz (b. 1827) emigrated from Germany in 1853 and first located in Davenport, Iowa, on the Mississippi River. Four years later (1857), Golz moved to Decorah where he practiced the cabinet making trade he learned in Prussia. He apparently worked in a small one-story shop located behind the brick building's site, down the hill and facing west onto Court St. (Sanborn, 1885). Golz is listed still as a cabinet maker in the 1860 federal census, and in the 1863 Civil War draft registration records, but in 1870, his status was</p>		

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				<p>elevated to a "furniture dealer" with his son working for him as a "cabinet maker" (1870 federal census). Golz acquired the land on which he built his brick building in 1870 (Seegmiller, 110). The owners of the mill across Court Street (the Winneshiek Manufacturing Association) had constructed the millrace in 1867, crossing part of the land Golz would buy in 1870 and leaving the cabinet shop perilously close to the race. He objected to this, more or less, in an 1874 lawsuit the mill owners brought against owners of a dam constructed east (downriver) of the mill (The Decorah Woolen Mill Co. v. Greer & Hunter, & Golz, Intervenor [sic]; reported as 12 <i>The Western Jurist</i> 730 [1878]).</p> <p>Golz continued to operate his furniture business from the building, the cabinet shop, and some barn buildings near the shop through at least 1894 (Sanborn) and probably through mid-1900 (1900 census, manuscript data; Seegmiller, 110). The Kjome & Ness grocery store was the next tenant (1900). Sanborns for 1902 confirm there was a grocery store in the building, but the tenant had changed to a printing business by 1914. This was the Decorah Public Opinion, which rented the building from 1910 until around 1940; following that the Decorah Journal occupied the building until 1951. In later years, an office supply business was in the building (Seegmiller, 110-110; Davis,60-61).</p> <p>This building represents the historic industrial fringe area around the extant mill at this west end of Water Street, a block or so away from where historic retail began. It also represents the success in business achievable by immigrants to Decorah in this earliest of development eras.</p>		




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40	D	<p>222 W. Water St. <i>Dickerman bldg., Baker & Williams Millinery, P.S. Smout bldg., American Family Insurance</i></p>  <p>(Google.com on 4/29/16)</p>  <p>(btw 1894-1901, Vesterheim Collection)</p>  <p>(1911, author's postcard collection)</p>	<p>1885, by (as early as 1870)</p>	<p>Narrow, 1-story frame shop building with a gabled roof behind a short false front. The storefront has a 1950s appearance with a metal cladding, a projecting marquee-style signboard, and a white-metal awning suspended over the double-door, central entrance storefront. Large display windows flank the double-doors. Vertical black painted lines distinguish the actual storefront from another door offset to the east, which is otherwise indistinguishable from the storefront. This door leads to a 5' wide passageway that actually belongs to the property next door at 220 W. Water St.</p> <p>While this is far from confirmed, the physical and documentary evidence suggests this little shop was the same building pictured on the town's 1870 birdseye map (below left). A plausible alternative is that the shop was rebuilt in exactly the same footprint sometime between 1888 and 1894 (Sanborns). One way or another, the earliest building on this lot was a dwelling in 1860 owned by C. Dickerman (Seegmiller, 109). An 1888 photo shows this dwelling, a gable front building, with the shop built across the front. Indeed, the 1885 Sanborn describes the building on this site as a 1 1/2-story building with a 1-story front portion. The next available Sanborn, in 1894, indicates this is a 1-story building used as a saloon. The open passageway between it and the taller building next door to the east is present on both Sanborns. The origins of this passageway are consistent with the lot being first developed as a free-standing dwelling.</p> <p>Dickerman was Charles Edwin Dickerman (1834-1905). He was born and raised in Ohio (1850 federal census) but by 1860 he and his wife, Lizzie, were in Decorah where Charles was a "merchant" (1860 federal census). He registered for the military during the Civil War as a "merchant" also. A few years later, the</p>	V	C




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		 <p>1888, Winneshiek County Historical Society collection (extreme enlargement of the dwelling detail)</p>  <p>Undated, postcard identified by volunteer researcher. Note the partial view of a gable behind the rooftop coffee pot</p>  <p>(1870 Birdseye; Library of Congress) The red square represents the future site</p>		<p>1870 federal census lists him as a "broker" with a large amount of real estate. In 1880 the census categorized him as a "money lender," while the 1885 Iowa census elevates him to "capitalist." The 1890 federal census is not available but by the end of the 1880s, Dickerman had relocated to St. Paul, Minnesota, where he continued to invest in real estate and in railroad building. In 1887 he spent some of his fortune on an Augustus Gauger-designed Queen Anne mansion overlooking Summit Park. Called a "fabulous hunk of Victoriana" the house was demolished in the 1950s urban renewal disaster (Larry Millett, <i>Once There Were Castles: Lost Mansions and Estates of the Twin Cities</i> [University of Minnesota Press, 2011]; the Minnesota Historical Society contains some Dickerman records as well as his descendants who went on to become prominent in their professions).</p> <p>Sometime after Dickerman left town the building became a millinery shop operated by Anne G. Baker and Mrs. Norm Williams (1880s, Seegmiller, 109); a saloon (1894 Sanborn); a fishing gear, cigar, fruit, candy and ice cream store operated by P.S. Smout (Seegmiller, 109); and a jewelry store (1902, 1914 Sanborns). The awning on the Vesterheim photo (prior page) reads "[unintelligible] real estate," while the 1911 photo has signage for a "picture frame" shop. Volunteer research and courthouse records indicate the offices of the Decorah Gas Co. are here after purchasing the land in the early 1920s (<i>Decorah Public Opinion</i>, 6/6/1949; Seegmiller, 109-110).</p> <p>Suffice to say, the modest size of this wooden shop building contributed to its affordability for a series of small businesses over the years. Because of its age and significant local history, and despite being clad behind a 1950s façade, this building's size and short stature remain</p>		



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		of 224 W. Water.		intact leaving it able to contribute to the district. It is a good candidate for rehabilitation and interpretation.		
41	D	<p>220 W. Water St. <i>Bucknell barber shop,</i> <i>Smock barber shop</i></p>  <p>(Mark Muggli photo)</p>  <p>(btw 1894-1901, Vesterheim Collection)</p>	1885-1894, btw	<p>This is a 2-story, painted brick, single-width store building with a 2nd story oriel (with replacement double-hungs). The store entrance is offset to the east and divided from the display windows by a pilaster. Transom areas over the entrance and display windows are covered over. A modest cornice overhangs the façade at the roofline. Access to the second floor is via a staircase reached by the side door at 222 W. Water.</p> <p>Historic photos indicate this building was in place by 1894 (Vesterheim) and replaced a slightly shorter 2-story, brick-sided saloon building with prominent signage reading "LAGER BEER (see Seegmiller, 97-98). Alternatively, the earlier building was rebuilt in stages in brick materials. The undated Seegmiller photo at page 97 appears to show a gabled roof behind the false front, while the photo on the next page shows the same false front but with a taller brick side wall. In any event, this brick façade with the oriel existed by 1894 when it was a saloon, one of three saloons on this side of block. This surely reflected the proximity of this block to the gendered work places of the mill and other industries at the west end of the historic district.</p> <p>Since at least 1902 (Sanborn), the ground floor has housed a barber shop, probably Richard Bucknell's, who bought the building in 1910 but may have rented it earlier. Bucknell (1865-1938) served as mayor and city councilman. Later, the barber shop was operated by George Krumm and Bob Smock and is still in the Smock family (Seegmiller, 109; Davis, 61).</p>	V	C




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42	D	<p>218 W. Water St. <i>Reum Meat Market, Tekippe's Skelgas Service, The Sport Shop</i></p>  <p>(Mark Muggli photo)</p>  <p>(undated but 1885-1890, Seegmiller, 98)</p>  <p>(prior building; undated but before 1885, Seegmiller, 97)</p>	<p>1867 (Seeg- miller, 108)</p> <p>1885, by (historic photos)</p>	<p>This is a 2-story, single-width brick building with a simple modernized storefront with a slightly offset front entrance flanked by display windows and covered by a red awning. The door to the upper floor staircase is at the west end of the façade. Overhead are three symmetrically placed windows, with arched brick headers and stone sills and sill brackets. Stone is also used to cap a column detail at the springing line of the header arch and as an oversize keystone. These windows (sashes replaced but top semi-circle of glazing preserved) are very similar to the side elevation fenestration of the corner building to the west at 224 W. Water. At the roofline is a highly decorative corbelled brick cornice.</p> <p>This building, mildly Italianate in style, shows a great similarity to the neighboring buildings to the east but is slightly newer than some of them. Despite local historians' claim that this building was constructed in 1867, it does not appear in a pre-1885 historic photo contained in the same historians' local history publication. It does appear on the 1885 Sanborn and is a meat market at that time.</p> <p>According to both Davis (at 62) and Seegmiller (108), the market was that of Fred Reum who returned after the Civil War to open his butcher shop. It was likely housed in the small frame false front shop that stood on this site before the brick building (see lower left). Fred Reum, Sr. died in 1897 but the butcher shop was then operated by his son, Fred, Jr., until 1947. Tekippe's Skelgas Service then occupied the building, selling appliances like Maytag ringer washers and bottled gas (volunteer research, 1949 centennial edition of local newspaper).</p>	III	C




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43	D	<p>216 W. Water St. <i>"Centennial Clothing Store" (?)</i></p>  <p>(Mark Muggli photo)</p>  <p>(undated but 1885-1890, Seegmiller, 98)</p>  <p>(prior building; undated but before 1885, Seegmiller, 97)</p>	1885, before	<p>This is a 2-story, single-width brick building with a nicely rehabilitated storefront supported by exposed cast iron columns. The recessed front entrance is slightly offset and flanked by display windows. The door to the upper floor staircase is at the east end of the façade. Overhead are three symmetrically placed windows, with arched brick healers, stone sills, and a simplified stone column detail at the springing line of the header arch. Arch space at the top of these windows is an open, fanlight glass arrangement. Like its neighbor at 218 W. Water, there is an oversize keystone. At the roofline is a highly decorative corbelled brick cornice that is virtually identical to, but slightly lower than, the one next door at 218.</p> <p>This building, mildly Italianate in style, replaced a tiny frame false front seen in the historic photo in the Seegmiller local history (at 97) and was likely built by the same mason at nearly the same time as the one next door at 218, but with a slighter leaner budget.</p> <p>It housed a boot and shoe shop in 1885 and 1894; it was vacant in 1902; and was a furniture store in 1914, all according to Sanborn fire insurance maps. Signage hanging in front of the store in an undated but 1885-90 photo appears to read "Centennial Clothing Store" (left).</p>	III	C




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44	D	<p>214 W. Water St. (historic address) <i>Johnson Harness, Schlatter Harness, Maid- Rite</i></p>   <p>(undated but before 1885, Seegmiller, 97)</p>  <p>(undated but 1885-1890, Seegmiller, 98)</p>	1885, before	<p>This 2-story brick building is slightly narrower, at 16', than its two neighbors to the west (at 22'), and 9' narrower than the later building to its east (at 25'). The progression over time of rebuilding this block in brick fronts no doubt explains the variation in façade widths and the deviation from platted lots.</p> <p>The Italianate-influenced building has a modernized storefront that is unified with 212 to its east by a dark standing-seam metal awning and dark brown vertical siding that covers the signboard/transom regions. The entrance (now unused) is centered and access to the upper floors appears to be via a door in the next building east. Overhead there are three large windows (replacements), with a very large open glass arch above the sashes. Sills are stone and there is a large stone header keystone. Similar to the neighbors to the west, there is a capital-like detail at the springing line of the arch, but here it is brick rather than stone. At the roofline is a well-detailed brick corbel cornice, but it is more symmetrical than its adjacent neighbors to the west.</p> <p>A historic photo from before 1885 shows a sign on the roof that appears to read "Hardware" (left) but this may be "Harness" instead as the 1885 Sanborn indicates a harness shop here. According to Seegmiller, in the early 1900s, the store had been operated by "Mr. Johnson" who sold "furnishings for riding horses, carriage horses and draft horses" in other words, harnesses. This business was continued after 1913 when Phil H. Schlatter bought the building. Schlatter later sold weatherizing equipment for automobiles and in 1946 a "Maid-Rite" (loose meat sandwiches) moved in the building (Seegmiller, 107).</p>	V	C




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45	D	<p>212 W. Water St. <i>grocery stores various operators (Seegmiller, 106); Western Auto, Elaine's One Size Up</i></p>  <p>(Mark Muggli photo)</p>   <p>(undated but ca. 1910, Decorah Newspapers scan, volunteer research)</p>	<p>1898</p> <p>(non-extant date block)</p>	<p>This is a 2-story, wide brick storefront that has been unified at the sidewalk level with its neighbor to the west (214), primarily through the use of a dark colored metal awning (both buildings now use the 212 address). The door to the upper-floor staircase is at the west end wall and the main entrance for the store in both buildings is to the east of this single door. Glass display windows otherwise fill the façade. Overhead, above the dark awning and dark signboard area, there is a stone beltcourse that also acts as the sill for the second story's four windows. Two windows are paired in the center with a single window on either side. The side windows have a flat rusticated header that stretches from the side wall to the brick segmental arch over the central paired windows. The shallow arched space over the paired windows is filled with a floral design. The sturdy mullion between the paired windows is similar to a cast-iron storefront pillar. An ornate wide band of brick corbelling finishes the façade at the roofline. This band terminates at the end walls with brick "brackets." The building combines Queen Anne and Italianate details.</p> <p>Prior to this building's construction, which was about 1895, there was a pharmacy operated by H.H. Dickerman according to the Seegmiller local history (at 106). This would have been Charles E. Dickerman's (see 222 W. Water) son Herbert, who was listed as age 21 in the 1860 federal census and a "druggist."</p> <p>Sanborns show an empty lot at this location in both 1885 and 1894; and a grocery store here in 1902 and 1914. In 1896, the local city directory listed the "Headquarters Saloon" at this location (Davis, 63), however a date block visible in a scanned historic photo from the Decorah Newspapers (current name of newspaper business in town), relatively clearly reads "1898." The saloon may have been a</p>	V	C


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				temporary operation by B.G. Hicks (Seegmiller, 106). Grocery stores were later tenants in the brick building and then Western Auto from 1949-1995 (Davis, 63).		
46	D	<p>210 W. Water St. <i>Saloon, Daniels & Schrubbe, Decorah Roofing & Insulating Co., Ben Bear Clothing</i></p>  <p>(Tallgrass Historians LC)</p> <p>(undated but ca. 1890,</p>	1885, before	<p>This is a 2-story attached brick store building with an offset double entrance at the sidewalk level. One door leads to the stairway to the second floor, the other into the shop. Large display windows sitting on a short bulkhead fill the rest of the sidewalk façade. The transom/signboard area over the shop front is clad with a solid material. This storefront is modern but references historical precedents. Overhead on the second story is a squared or boxed oriel with a single window to either side. The oriel is not original (see earliest photo at left), and may not even be the first oriel in place, but a partial view of an oriel appears in a 1950s parade photo in the Vesterheim collection (not reproduced herein because of poor quality). The double-hung window sashes are divided horizontally and unlikely to be original but the top sash maintains its upper curve and glass rather than being closed in. The window openings have stone sills with stone brackets, rounded brick headers with a prominent stone keystone, and stone "capitals" at the springing line of the arch. This window arrangement is also found in buildings at 218 and 224 W. Water St., likely the work of one mason. Other windows in nearby buildings along this block are similar but not identical to this building's. At the roofline, a series of bricks project outward, but the top dozen courses of brick are newer and replaced a more elaborate corbelled cornice, thus reducing the Italianate details.</p> <p>Earliest known use of the building is a saloon</p>	V	C



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		<p>Vesterheim Collection)</p>  <p>(undated but ca. 1885-1890, SHSI Iowa City)</p>  <p>(undated but ca. 1910, Decorah Newspapers scan, volunteer research)</p>		<p>(Sanborn, 1885). It was vacant in 1894 (Sanborn), but in 1896 W.R. Smith opened another saloon (Seegmiller, 106; Davis, 64); a saloon was also there in 1902 (Sanborn). In 1914 a restaurant occupied the storefront and in 1927 there was a lodge hall on the 2nd floor (Sanborns). During the early teens the awning over the store read "Daniels & Schrubbe" (see below left)</p>		
47	D	<p>208 W. Water St. <i>E. Rudolph & Co., Bud Bucknell barber shop, Yeoman Hall, Sportsman's Rendezvous, Tattoo</i></p>	1885, before	<p>Two-story brick building with slightly-offset recessed store entrance, flanked by display windows; door to 2nd floor stairway at west end of storefront. Overhead a wide window opening in the brickwork has been filled with replacement windows and wood. A 1950s photograph (Vesterheim) shows four larger windows within this opening. A stone beltcourse with 5 evenly-spaced drops under it separates the storefront from the 2nd story windows. Near the roofline is a decorative course of dogtooth bricks and above that the brick courses end with masonry coping at the</p>	V	C




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		 <p>(Mark Muggli photo)</p>  <p>(undated but ca. 1890, Vesterheim Collection)</p>  <p>(undated but ca. 1885- 1890, SHSI Iowa City)</p>		<p>roofline. Integrity of this building is diminished <i>vis-à-vis</i> its original appearance, however this façade is now well over 50 years old and reflects the impulse to modernize commercial main street buildings. The interior, currently vacant, contains pressed-tin patterned ceiling and wall panels.</p> <p>Sanborns record a harness business here in 1885, 1894, and 1902; a barber in 1914; furniture storage on 2nd, store on 1st in 1927. No doubt the furniture storage was associated with the Decorah Furniture Co.'s tenure next door in 206 W. Water.</p> <p>The E. Randolph Company sold harnesses and supplies for horses, wagons, carriages etc.; Bud Bucknell operated the barber shop (and pool hall) from at least 1914 to 1932 (Seegmiller, 105). From 1957 to 1989, the Sportsman's Rendezvous tavern was here (Davis, 64). The alterations to the 2nd floor windows may have taken place during the bar's tenure.</p>		



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		 <p>(undated but ca. 1910, Decorah Newspapers scan, volunteer research)</p>				
48	D	<p>206 W. Water St. <i>C. Rudolph bldg., Decorah Beer Hall (west side), Winneshiek [?]Apothecary (east side), Decorah Furniture Store, Gamble, Odd Fellows hall</i></p>  <p>(Tallgrass Historians LC)</p>	1869 (Seegmiller, 104)	<p>Three story brick Italianate building; façade is vertically divided on the upper floors into 5 bays by projecting pilasters. The ground floor commercial space is today a single storefront (historically it was two) with a central entrance flanked by large windows; offset to the east sidewall is the door to the upper floor staircase. The storefront is veneered in limestone and the signboard area is covered with a modern black material. Overhead, the double-hung windows are either original or good historic-appearing replacements. They maintain a 4-over-4 division and the upper lights of the upper sash are rounded to match the round-arched header openings. Windows sit on a [painted] stone sill and there are simple stone "capitals" and keystone surrounds (however, not as detailed as 210, 218, and 224 W. Water). Brickwork at the roofline includes projecting brick corbelling with brickwork "brackets". The third floor is relatively intact inside, including original rear wall windows (6x6) with classical or Greek Revival-inspired interior window trim (volunteer research).</p>	III	C (with improvements to the storefront, has potential individual eligibility under Criterion C also)


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		 <p>(Picturesque Decorah, 1899)</p> <p>(undated but ca. 1890, Vesterheim)</p> <p>(undated but ca. 1885- 1890, SHSI Iowa City)</p>		<p>The 1869 construction date appears correct although Seegmiller gives no source for this. Charles Rudolph was born in Germany in either 1824 or 1827 and emigrated to the United States in 1853, first stopping in Wisconsin where two of his children were born in 1854 and 1856, then to Minnesota, where his third child was born in 1857, and finally to Decorah by 1859. His initial occupation listed in the 1860 federal census was "teamster," but by 1870 he was a "saloon keeper" who had remained in town during the Civil War by hiring another to be his "substitute" (Vesterheim Civil War database). By 1880, Rudolph had added a "drug store" to the building while also continuing to operate a saloon (fed. census). The 3-dimensional apothecary sign (a large mortar and pestle) that Rudolph hung over the roof cornice is clearly visible in most historic photos (see photos to the left).</p> <p>In 1885, Rudolph's business was described as a "restaurant and druggist". Sanborns from 1885 show the saloon on the west ground floor and the drug store on the east side. He and his wife also lived in the building (state census). In 1893, Rudolph sold his drug store business to newly certified druggist Edward J. Parman (<i>History of Winneshiek Co.</i>, 1913), but the saloon continued to operate on the west side; and a "hall" of some sort used the 3rd floor (Sanborn, 1894). By 1900, Rudolph, at 76, listed no occupation (fed. census). The 1902 Sanborn indicates the saloon on the west and a "lunch" restaurant on the east, along with the "hall" on the 3rd floor. A furniture store is shown in the building in 1914 (Sanborn). Currently some spaces of the interior are used as an events center.</p> <p>Parman had moved his drug business out by 1914 and the next long-term tenant was the furniture store and funeral business, named Decorah Furniture Store. According to</p>		

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				<p>Seegmiller, in addition to three floors of furniture, the mortuary was in the basement, and embalming and funeral parlors on the upper floors, with an elevator making this possible (at page 105). The volunteer researcher inspected the interior fully and confirms the mortuary was once located in the basement and the embalming apparatus is still present; other floors were used for the services (Davis, at 65, confirms this; also <i>Decorah Journal</i> (3/20/1929) describes the installation of the funeral business, as a part of Decorah Furniture Co.).</p> <p>Another long-term tenant was Gambles, which "extensively remodeled" the building in 1957 (<i>Decorah Newspapers</i>, volunteer research clipping). At some point, post-1950, the I.O.O.F. (Odd Fellows) fraternal lodge purchased the building and continued to use it at least through the late 1990s (Davis, 64-65).</p>		



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49	D	<p>202 W. Water St. <i>Hexom Shoes, Jansen Shoes, Hart's Bakery & Coffee shop</i></p>  <p>(Mark Muggli photo)</p>  <p>(Vesterheim collection)</p>	<p>1885, by Sanborn or ca. 1890 (photos)</p>	<p>This is a modest 2-story brick store building with a large oriel window (for its size) on the 2nd floor. The store's entrance and a second door to the upper floor are located near the side walls, with display windows in between. Overhead the three-side oriel is wooden with an angled shed roof and replacement windows for the taller originals. Brickwork at the roofline is ornate with multiple courses of corbeling, inset panels, and varying geometric shapes. The Queen Anne oriel is not original, but it was present by 1910 (Vesterheim and Decorah Newspapers collections).</p> <p>According to local historians, the lot has been in private hands since 1875 and, based on their records, the merchant most likely responsible for the building's construction would have been John Hexom who first operated a grocery store and then a shoe store at this location. The store continued to operate as a shoe store through 1949, with Bill Jansen as the operator (Seegmiller, 104). Davis (at 65) also noted an 1896 city directory entry here for Loring and Crosby, a millinery shop, with a surgeon's office most likely housed on the second level.</p> <p>Sanborn maps tell a slightly different story. The 1885 and 1894 maps list a restaurant here, with a grocery store finally appearing in 1902. These and later Sanborns suggest this building and its neighbor at 200 W. Water shared a single staircase to the second floor of each, with a passageway to 200 W. Water at the top of the staircase. Though this neighboring building appears in historic photographs before 202 W. Water, their construction must have been nearly contemporaneous or, at least, the stairs to 200 W. Water's upper floor were on the exterior of the building. The millinery shop mentioned by Davis is shown on the 1902 and 1914 Sanborns but appears to be next door at 200 W. Water, not in this building. By 1914, the 2nd floor passageway between the two buildings was gone.</p>	III	C




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50	D	<p>200 W. Water St. <i>Harness shop, Jewelry stores (Relf, Soukup, Noecker),</i></p>  <p>(Mark Muggli photo)</p>  <p>(Vesterheim Collection)</p>	1885, by	<p>Like its neighbor at 202 W. Water St., this is a modest 2-story brick building, mildly Italianate in style, with a small, modernized storefront faced with red brick. Overhead, the 2nd story has a double window located in the center of the façade with one over one replacement sashes. At the roofline is a projecting brick cornice with closely-spaced corbels, rectangular recessed panels, and three brick brackets. The brick has been stuccoed. As built, the 2nd story had two tall windows spaced evenly between the sidewalls. At some point an oriel was added. It is unclear when the oriel was removed, but sometime after 1910 (Vesterheim and Decorah Newspapers collections).</p> <p>A two-story building of this size appears on the 1885 Sanborn as a harness shop. It is also clearly present in Seegmiller's two undated but 1880s photos of this block (at 97 and 98). See the entry for 202 W. Water for a discussion of the shared stairway. Sanborns show a millinery shop here in 1894 and 1902, but in 1914 a tailor was here. Later Sanborns are not specific on occupant. From 1923 until at least 1993, the storefront occupant was a jewelry store (Davis, 66; Seegmiller, 103).</p>	V	C
51	D	<p>219 W. Water St. Interstate Power Co. <i>[former site of the Grand Opera House]</i></p>  <p>(Mark Muggli photo)</p>	1977	<p>This is a free-standing, low, rectangular and very simple brick-faced building that occupies the large corner lot formerly the site of the two Grand opera house/theatres. The Water Street façade has an offset entrance door recessed in a small alcove, and three large reflective-glass windows. A single door is located around the corner on the side street. The building has no architectural decorations.</p> <p>The original opera house was constructed in 1892 but largely destroyed by fire in 1898. From 1913 until its demolition in 1969, the</p>	VI	NC (modern)




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		 <p>Nonextant (Vesterheim Collection)</p>  <p>Nonextant opera house plan (shading added; not indicative of building materials, 1927 Sanborn)</p>		<p>building served as a movie theatre and venue for plays. It was typical of large performing arts venues of this time with smaller shop spaces located on either side of the main entrance on the façade (Seegmiller, 128-129; Davis, 61-61). While it stood, the opera house was a Decorah landmark and worth remembering for its historic impact on the central core of Decorah's long, linear business district.</p>		
52	D	<p>217 W. Water St. <i>Iver Larsen dry goods, Ed Enslow Clothing, Lyric Theater, Vanberia Scandinavian Imports, Modish</i></p>  <p>(Mark Muggli photo)</p>	<p>1898</p> <p><i>Public Opinion,</i> 4/6/ 1898</p>	<p>This 2-story brick building was completely clad in 1968 with its present wood-sided façade (Seegmiller, 127). The wood siding covers 2nd story windows. At ground level a recent remodeling project installed reflective glazed windows over which is a classically-inspired signboard area that extends to the east across the front of 215 W. Water next door.</p> <p>Built for Iver Larsen and designed by Minneapolis architects Orff & Guillbert (<i>Decorah Republican</i>, 3/10/1898), the white-glazed brick (with dark masonry trim) building occupies 32 to 36-ft of street frontage, slightly larger than the standard 22-ft wide lots platted for this block. It replaced two small 1-story</p>	V	<p>NC (integrity)</p> <p>Reevaluate if the wood cladding is removed; could be a good rehabilitation candidate, restoring an important historic building.</p>

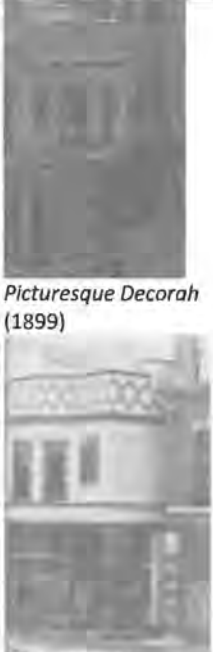


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		 <p><i>Picturesque Decorah</i> (1899)</p> <p><i>Picturesque Decorah</i> (1899)</p>		<p>wood shops - a tiny tin shop and D.E. Reed's hardware store (Vesterheim photo, Sanborns). The building's plans called for two entrances with glass display windows in between. Overhead the second story had a bay window and in order to compete with the opulent Grand Theater next door, the building's façade terminated with a remarkable cross-hatch polychromatic mansard roofline (see views to the left). Because it was not attached to the opera house next door, windows were also added to the west side wall (<i>Decorah Republican</i>, 3/10/1898). In 1914, the building was remodeled into the Lyric Theater to show moving pictures (Seegmiller, 127). This was just the year following conversion of the opera house next door to a moving picture theater.</p>  <p>1947 photo (Seegmiller, 117)</p>		
53	D	<p>215 W. Water St. <i>Sugar Bowl</i>, Seedling</p>  <p>(Mark Muggli photo)</p>	<p>1870, c. Winneshiek Co. Hist. Soc.</p> <p>1880 County recorder</p>	<p>This is a narrow 2-story brick storefront that appears to be either simply a narrow infilled store front or the west two bays of a 5-bay (at the 2nd floor) building. Today this narrow shop building has been incorporated as a part the clothing shop next door at 217. The storefront has large replacement glass windows and shares the signboard area with 217. Overhead the two windows have been reduced in size but the openings' size and shape are maintained as are the prominent rounded brick window hoods.</p>	III	C




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		 Undated but c. 1895 detail of Vesterheim Coll. photo  Undated but c. 1880; volunteer research		Historically housed a candy factory, then after 1900 the Sugar Bowl (which sold ice cream, candy, cigarettes and sandwiches) until 1981. Bead board ceiling is extant in the store area (volunteer researcher).		
54	D	213 W. Water St. Marshall Barge restaurant (1930s) Kjome's Café (1940s), Frederick Rosenthal restaurant (1950s), Ede's Angry Pickle Deli  (Mark Muggli photo)	1870, c. Winneshiek Co. Hist. Soc. 1920 County recorder	This 2-story, red brick building was either constructed around 1870 and refaced in the 1920s in a major remodeling project, or it was built from ground up in 1920. Fenestration and the stairway to the 2 nd floor are in the same locations as the 1880s building, but it clearly has a 1920 appearance. The ground floor has large display windows filling about the east half of the storefront, then a recessed store entry, and at the far west end a limestone-veneered vestibule holds the door to the staircase to the 2 nd floor. Overhead, are three evenly placed 1x1 sash windows with brick sills and flat brick headers. Above the windows, is a rectangular brick panel laid up in a basket weave pattern and trimmed by white masonry (cement or stone) squares. The building on this lot long contained a bakery with its oven at the back of the building near the alley (Sanborns), but since 1920 it has held	III	C




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				a restaurant or café (volunteer research).		
55	D	<p>211 W. Water St. <i>McCauley & Carolan General Merchandise; Public Opinion newspaper, Ramsey's Coat & Suite Store, McNeil Apparel, Seifert's, Tupy's</i></p>  <p>(Mark Muggli photo)</p>  <p>Undated but c. 1880 (volunteer research)</p> 	<p>1870, c. (Winneshiek Co. Hist. Soc.)</p> <p>1890s Queen Anne remodel</p>	<p>Two-story stucco-clad brick building with a modern storefront and a heavily decorated upper floor. The storefront has an offset entrance and large display windows resting on a squat limestone bulkhead. A second door to basement is located beyond (east of) the display windows. This second door is framed on one side by an ornate cast iron column with a floral design and medallion (painted currently in Wedgewood blue and cream to emphasize the patterns). The fluted column extends upward to the glazed transom over this door and terminates in an ornate Acanthus scroll. Overhead, the 2nd floor is dominated by a wide oriel with replacement windows, capped with a three-sided tower roof. The roof is clad with cast metal (?) shingles and has a bobbin finial. The base of the tower has a dentil band and a running-circle band. At the roofline on either side of the tower is a wide ornate cornice with bracket forms at either end wall. In between are dentil bands, a band with impressed square shapes, and a bead-and-reed band. These decorative features are the kind that merchants might have ordered from architectural catalog companies like M.A. Disbrow Co., located in Lyons, Iowa, on the Mississippi River. (See for example, http://www.uni.edu/iowahist/SocialEconomic/PDF_FILES/disbrow.pdf)</p> <p>The physical features reflected on Sanborns suggest this building was extant by around 1870 and has since been expanded toward the rear (as many district buildings have), as well as receiving an ornate Victorian façade remodel at the end of the 19th century.</p> <p>Owned during much of the early decades by D.E. Reed (see 217 and 215 W. Water), the building has a long rental history of various retail uses (especially clothing after World War</p>	V	C


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		Undated but by 1892 (Vesterheim Coll. Photo)  Undated, but 1890s (Seegmiller 114)		One), the first being a "99 cent store" (historic photo, c. 1880s, volunteer researcher) also called a "variety" store (1885 Sanborn). By 1894 it was a "grocery store," likely McCauley & Carolan's; in 1902 a hardware and tin shop (Reeds?), and by 1914 a clothing store (Sanborns). The building's storefront was remodeled in early 1919 (<i>Decorah Journal</i> , 2/19/1919).		





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56	D	<p>209 W. Water St. <i>The Bee Hive; Fred J. Rosenthal Grocery</i></p>  <p>(Mark Muggli photo)</p>  <p>as a 2nd-story building; (undated but c. 1880; volunteer research)</p>  <p><i>Picturesque Decorah</i> (1899)</p>	<p>1870, c. Winneshiek Co. Hist. Soc.</p> <p>3rd story: 1895-1899, btwn</p>	<p>This is a 3-story brick building with a modern storefront. The shop's entrance is offset to one side and display windows sitting on a limestone veneered bulkhead fill the rest of the façade at sidewalk level. Overhead are two identical stories, each with a two openings holding paired 1x1 sash windows. Sills are stone and there are flat brick headers suggesting structural steel headers behind the bricks. At the roofline is a corbelled band resembling wide brackets.</p> <p>Sanborns indicate the building on this site went from 2 stories to 3 stories between 1894 and 1902. Windows of the 2nd and 3rd floors in an 1899 publication (below) appear to confirm the 3rd floor was added.</p>  <p><i>Detail of 2nd and 3rd- story windows in 1899 (from below left). Note the lack of a stone header on the top floor, and the similarity of the 2nd story windows to those in the c. 1880 photo.</i></p> <p>Based on Sanborns, the occupants of the store included: a grocery store (1885, 1894); and a general store (1902, 1914). The second story was occupied by a photographer (1885, 1894, 1902), one of two on this block occupying upper floor space (205 W. Water).</p>	V	C




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57	D	<p>207 W. Water St. <i>H.D. Solberg Building;</i> <i>Tower Drugs; Davies Food</i> <i>Market; Koreana Cafe</i></p>  <p>(Mark Muggli photo)</p>  <p><i>Picturesque Decorah (1899)</i> NOTE: tower is gone.</p>  <p>"around 1870" Note original tower on roof (Winneshiek Co Historical Society)</p>	<p>1877 (deed; researcher)</p> <p>1870, c. Winneshiek Co. Hist. Soc.</p> <p>1930s façade remodel</p>	<p>Three-story brown face brick with red-brick trim; the modern storefront has a central recessed entry flanked by large display windows; a second entrance at the west side wall leads to the stairs to apartments on the upper floors. Upper story windows are identical on both floors: three evenly spaced windows hold 1x1 sashes with no visible headers or sills except a red-brick beltcourse. Other red-brick beltcourses are located at the approximate floor line between stores and over the 3rd story windows. The roofline projects a good deal higher than where the ceiling of the 3rd floor apartment would be, suggesting an attic is present also.</p> <p>The mansard-roof tower seen in historic photographs was removed before 1899 after a lightning strike (Seegmiller, volunteer researcher). Also, the three windows replaced the original 5 tall windows openings that had rounded stone hoods. Researcher's photos of interior apartments suggest 1890s remodeling with many built-ins. Exterior Italianate details have been removed.</p> <p>Researcher indicates there was a fire on this block called the "Adam's block fire" (no date given, but 1877 according to Seegmiller, 121). Sanborns show occupants to be: a grocery store with a "hall" on the 3rd floor (1885); vacant with the hall on the 3rd (1894); variety store with the hall on the 3rd (1902); dry good with no mention of 3rd floor occupant (1914).</p>	V	C



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58	D	<p>205 W. Water St. (former address) <i>J.E. Borlaug, photographer; Honan's Café; Republican Newspaper; Priscilla Shop; Dolon Drug (part of); Dolon's Gifts (part of Donlon's Health Mart Pharmacy [?])</i></p>  <p>(Mark Muggli photo)</p>  <p><i>Picturesque Decorah</i> (1899)</p>	1885-1894, btwn	<p>This two-story building is clad with pink and beige stucco to blend in with the neighbor at 201 W. Water; all decorative details have been removed; storefront is modern but maintains its historic footprint (central entrance flanked by large display windows with the second door at the east side wall leading to the stairs to the upper floors). Windows on the upper floors are 1x1 sashes and are arranged with three close together in the center flanked by slightly larger windows near the side walls.</p> <p>The apparent first store building on this lot was a small wooden false front occupied by a dry goods shop (1870s, Winneshiek Co. Hist. Soc.; Sanborn, 1885), then by 1894, the lot was rebuilt with a 2-story brick building, the upper floor of which has a greenhouse-like glass structure across the central façade (now the location of the three center windows) because a photographer was the occupant, with a variety store on the ground floor (1894). The configuration of glass on the second story and the photographer remained in 1902, but the ground floor held a furniture store. By the 1914 Sanborn, the 2nd floor glazing was gone and a restaurant occupied the ground floor. A 1908 tornado that rolled through town and damaged many Water Street buildings may have precipitated the façade changes.</p> <p>Acquired by Ben Bear in 1892 (deed), who apparently used it as a storeroom for his clothing store next door (203 and 201 W. Water), this building was eventually enveloped and remodeled to match its neighbors at 201 and 203 W. Water. This likely happened during the middle of the 20th century.</p>	V	NC (integrity)





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59	D	<p>201 W. Water St. <i>Adams's Block, Ben Bear Clothier; Firestone, Donlon Drug, Donlon's Health Mart Pharmacy</i></p>  <p>(Mark Muggli photo)</p>  <p>Original one-bay; 1892 (Winneshiek Co. Hist.Soc. CollectiOn)</p>  <p>Picturesque Decorah (1899)</p>  <p>1949 (author's postcard collection)</p>	1878 (Alexander, 291)	<p>This large, 2-story building at this important corner location is clad in alternative horizontal bands of pink and beige stucco; its walls are devoid of the decorative details that once graced the building when it housed the Ben Bear clothing store. Today, the storefront has a recessed central entrance near the west side wall with a ribbon window high over a brick bulkhead, followed by a larger window that wraps around to the Winnebago St. side. This corner window sits on a lower brick bulkhead. Overhead, 1x1 windows on the 2nd floor have no visible header or sill and are irregularly placed. Generally, the present appearance reflects a complete façade remodeling, completed sometime in the 2nd half of the 20th century.</p> <p>Commencing around 1876, this corner was occupied by an interesting wood-frame store building (see photo, 207 W. Water), the front part of which was a gable-roofed false front, while the rear portion along Winnebago St. was covered by a hipped roof. A flat-roofed segue joined the two and an exterior staircase on Winnebago led to the upstairs tenant, which may have been a photographer considering the large, multi-paned windows on the side wall. A line drawing of this building used in numerous newspaper ads for Ben Bear Clothing identifies this building as the 1876 "Centennial Clothing Store" of the Bear & Rose firm, with the "Adams Picture Gallery" upstairs. The ground floor shop located at the rear of the building was occupied by a feed store. According to a local historian the "Adam's block fire occurred in 1877" (Seegmiller, 121; Alexander, 1882).</p> <p>Ben Bear, a German immigrant who arrived in town in 1876, rebuilt in brick on the corner lot and a few years later expanded the building to the next lot. This large store was heavily decorated with a running beltcourse (the profile of which is still visible) at the head of the 2nd story windows, squared window hoods, and an ornately decorated roofline cornice with multiple peaks and finials. Unfortunately, all this decoration is long gone. Both the earlier wood frame and the present brick buildings were long enough that the Winnebago side street had small shops or store fronts also. Following Ben Bear's death in 1938, his store eventually downsized and moved more than once, settling in at 210 W. Water St. across the street until it closed around 1975 (Davis, 66)</p>	V	NC (integrity)




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60	D	<p>130 W. Water St. <i>Fred Hill Bros. furniture store, Decorah Journal, Amundson's Clothing</i></p>  <p>(Mark Muggli photo)</p>  <p>(undated postcard, but btwn 1885 and 1894. Susan Jacobsen & Decorah Newspapers Collections)</p>  <p>1966 Vesterheim Collection</p>	<p>1915, ca. façade</p> <p>1900 (assessor)</p> <p>1885, before (Sanborn)</p>	<p>The façade of this 2-story brick-faced building has a shingled, hipped rooflet between two side walls. The projecting rooflet is supported by robust brackets, asymmetrically placed to accommodate the location of the 2nd story windows below them. These windows include one single window near the east wall and a large 3-part picture window to the west. Below, at the sidewalk level, the store entrance is next to the door to the 2nd floor stairway, with store display windows filling the rest of the storefront. A flat awning projects over the sidewalk. Brickwork on the façade is decorative: a large panel of all headers fills the space between 1st and 2nd floors with a Flemish bond (repeating courses laid as stretcher-header-stretcher) pattern elsewhere.</p> <p>Window sashes have 9x1 light arrangements, which may be original to the date of this façade, but all transoms are infilled with a solid material.</p> <p>The Mission Style-inspired façade of this building probably hides a much earlier 2-story brick building, based on Sanborns that verify the position of the stairway to the second floor has been shared with 128 W. Water St. (see below) since before 1885. The staircase is located within the party wall between these two buildings. Additionally, early ownership of the lot and its neighbor at 128 was shared. In 1869 James Relf sold this lot to Fred Hiller (volunteer researcher's chain of title). The building next door at 128 was constructed by Relf the year before, 1868, so it is possible Relf built both and sold Hiller a completed building (see another photo of 128 and 130 W. Water in Seegmiller, 68).</p>	III	C




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61	D	<p>128 W. Water St. <i>James Relf building; J. T. Relf Photography; drug store; The Fair variety store; Bergstrom Shoes</i></p>  <p>(Mark Muggli photo)</p>  <p>(Flickr.com on 6/21/2016)</p>  <p>(btwn 1885 & 1894 when the Relf building (far left) was 2 stories, Vesterheim Collection)</p>	<p>1868</p> <p>3rd floor added btw 1885-1894 (Sanborns) and visual inspection of face brick</p>	<p>This is a 3-story building with a historically appropriate storefront (the building was rehabilitated in the 1990s). The storefront has a central recessed entrance flanked by large display windows that include glass transoms. The 2nd story has three evenly spaced windows with stone sills and rounded headers with stone keystones and "capitals" atop brick "pilasters". This is a common window arrangement for the earliest brick buildings on this block. Above the 2nd story, the 3rd story sports a large oriel with double windows on its face and singles on either side. The oriel has a wide base on which the word "RELF" was placed in the 1990s. The oriel's roof has paired brackets supporting a cornice and relatively wide overhang. The building's <i>pièce de résistance</i> is its intricate roofline cornice, presumed to be stamped or pressed galvanized iron. These details are Queen Anne.</p> <p>This 3-story brick building started out with 2-stories with the 3rd floor added between 1885 and 1894 (probably by 1891; see Davis, 67). Sanborns are consistent with this, showing the present shared stairway at the party wall with 130 W. Water in 1885 when 128 was 2-stories, while the 1894 Sanborn, with the same shared stairway, has it at 3 stories. Also, there is photographic evidence that supports the addition of another floor (see below), plus a visual inspection of the brickwork on the exterior today confirms it changes slightly between 2nd and 3^d floors. Finally, the ornate oriel and extremely intricate rooftop cornice is more in keeping with the 1880s and 1890s, when such architectural metalwork could be easily ordered from catalogs, rather than the 1860s.</p> <p>There were a number of storefront and architectural component catalogs available in the Midwest in the late 19th century. Mesker Brothers and Geo. L. Mesker & Co. were prolific manufacturers and perhaps best known today. Available from about 1879 until well into the 20th century, there are confirmed Meskers in many of the nearby towns, including McGregor, Cresco, and Waukon. Other manufacturers included Willis Mfg. in Galesburg, Ill. and St. Louis Iron Works. Within the Decorah commercial district, several architectural</p>	III	C (potential individual eligibility under Criterion C also)




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		 <p>Undated, but ca. 1900, Peggy Beatty (volunteer researcher)</p>  <p>1966 (Vesterheim Collection)</p>		<p>plates were observed from Pullis Bros. of St. Louis (see entries for 101 E. Water and 106 Washington St. for example), and there may be more.</p> <p>James Relf, the original property owner of this lot and the lot next door at 128 W. Water, was from Chatham, England and died in 1877. His son, James T. (1847-1909), was the photographer (see signage in historic black/white photo below) and variety store owner. It was surely James T. (aka J.T.) who was responsible for adding the 3rd floor and decorative Victorian details.</p>  <p><i>Detail showing the Relf building's original 2 stories. The building to the right, with the white window outlines, is nonextant and that lot is now occupied by part of the Bank of the West (120 W. Water). The glass structure in the window is thought to be a method for exposing negative plates to the sun using Cyanotype or a similar paper (Mary Bennett, State Historical Society of Iowa photo archivist to author, email 6/22/2016).</i></p>		




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62	E	<p>120 W. Water St. <i>Winneshiek County Bank; Decorah State Bank; Bank of the West</i></p>  <p>(Mark Muggli photo)</p>  <p>East 1/4 property <i>Views of Decorah (1913)</i></p>  <p>1910s Susan Jacobsen research</p>	<p>1913</p> <p>East façade replaced in 1971 (Davis, 68); west half may be completely modern</p>	<p>This 2-story building occupies four lots, the east one or two of which have been the site of a bank since before 1885 (Sanborns). The main entrance is located in the west half, within the recessed glassed portion. Glazing in that area is tinted and spans both floors vertically, supported by thick piers of brick. The east half is clad with a vertically-grooved metal siding. A metal clad cornice spans the entire roofline. An interior stained glass dome (historic) in the main lobby has recently been uncovered (volunteer researcher).</p> <p>The bank has a modern appearance and gives no exterior hint of the earlier buildings on this site, if any portion of them survive.</p>	V, VI	NC (integrity; modern)
63	E	<p>118/116 W. Water St. <i>Marlow building (name block); N.R. Groff Hardware (both); Riste & Haakenson hardware 116); Decorah Journal (2nd floor); True Value hardware (118); vacant (118), Bridal Productions (116)</i></p>	<p>1913 (date block)</p> <p>1913 (Seegmiller)</p> <p>"much older" [than 1913] (Davis, 70)</p>	<p>This 2-story brick-faced building has two construction theories according to local historians. Its present façade dates to 1913 (date block) and is a unified two-storefront block. Shared features include dark red brick laid in stretcher-only rows or turned to header-only around fenestration. A long rectangular panel stretching over both storefronts at the top of the façade is outlined in headers and infilled with narrower stretchers laid in a chevron pattern. Small squares of light-colored masonry and the long masonry name</p>	V	C




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		 <p>118 116 (Mark Muggli photo)</p>  <p>Rear 116 Rear 118 (Diane Scholl photo)</p>  <p>"Groff's Hardware Store" (Picturesque Decorah, 1899)</p>		<p>block reading "MARLOW" are located within this decorative rectangle. Additional shared masonry is found in the long belt course/common window sill under the 2nd story windows, a masonry band along the entire roofline terminating at the sidewalls with a chevron/diamond, and a sort of "capital" detail at the top of the 1st story.</p> <p>Windows at the 2nd floor are all modern replacements but the original window opening has been maintained. The west side (118) is much more intact, with its prism-light transom exposed over a white-metal canopy. Also its storefront appears to be the original inset central entrance flanked by large display windows. The east half of the façade, unfortunately, has been repointed with a stark white mortar (the west side's matches the brick color), and the storefront has been modernized with smaller display windows framed by wood (?) siding and the transom is covered by a large store sign. The door to the stairway to the 2nd floor is at the west end of the east half of this building. The present façade is 20th Century Commercial styled.</p> <p>The Seegmiller local history (at 76-77) writes that this building was a 1913 replacement for two earlier ones. However, Davis (at 70), believes the Marlow family refaced the older buildings in 1913. Sanborns are not clear but suggest the possibility of a third option, that the west side (118) was new construction in 1913, while its eastside neighbor (116) was merely refaced to match the new building. The rear walls are consistent with this theory, or at least, are consistent with the Davis idea that 1913 is not accurate for what's behind the façade. The rear elevations show distinctly different foundations and brickwork, especially in the location, size, and shape of the fenestration. And the foundations of the two do not line up; the large-block limestone foundation of 118 is several inches taller. Further clouding the picture is the fact that the rear wall of 118 is painted red, thereby obscuring any stone or concrete masonry that might be present to reveal changes in the fenestration placement or size.</p>		


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64	E	<p>114 W. Water St. <i>Charles Trzcinski bldg.; Trzcinski Barber Shop & Bath Rooms; Coleman & Toye, dentists on 2nd; Gallery of Tops</i></p>  <p>(Mark Muggli photos)</p> <p>(Picturesque Decorah, 1899)</p>	<p>1894</p> <p>Midcentury façade remodel likely</p>	<p>This 2-story, red face-brick building shares a stairway to the 2nd floor with its neighbor at 112 W. Water. That fact, plus an 1899 photo and Sanborns indicate this building was built the same time as its neighbor, 1894. Today, the building has been refaced with newer brick. The three 2nd-story windows are slightly recessed in a central rectangular panel framed by bands of decorative brick, and there is a single row of mousetooth bricks just under the masonry coping at the roofline. The rest of the façade above the storefront is undecorated. A flat, white-metal awning covers the storefront. Above, windows include a central fixed-pane "picture window flanked by two one-over-one sash windows with assumed faux muntins. These facade features suggest a 1930s to mid-century remodeling. The recessed store entrance is maintained in its original position next to the stairway to the 2nd floor, but the original awning or signboard area is now covered by wood.</p> <p>The bricks and rock-face limestone surrounding the shared 2nd floor stair case are similar to the more intact neighbor at 112 and have not been altered. Originally open, the 2nd floor staircase now has a door with a transom over it. Above the transom is a glass block panel (c. 1930s-1950s) infilling a larger, previously open-air transom area (the weight of this glass block panel appears to be cracking the limestone header and sill).</p> <p>The building was built for barber Charles Trzcinski and occupied by him or his barbershop successors until 1946, when a new owner started an appliance store here. By 1948, a dress shop occupied the store, the Mode-O-Day Company (Seegmiller, 75-76). The loss of the oriel and decorative brickwork is unfortunate, but the streamlined façade reflects the post WW One modernization mania that was common in Midwest communities.</p>	V	C




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65	E	<p>112 W. Water St. <i>John Curtin Bldg., Fine Footware, Smith & Dixon Shoe Store, offices on the second floor included grain dealers, an attorney, the "baard of trade," and livestock dealers; Bromley & Co. shoes, Helping Hand; Dragon Fly Books</i></p>  <p>(Mark Muggli photos)</p>   <p>(Picturesque Decorah, 1899)</p>	1894 (date block)	<p>Two stories, the Curtin building is clad in a dark, wine-red face brick and trimmed with rough-faced (chipped) limestone and an ornate pressed-metal cornice at the roofline giving it Italianate styling. The large urn finials located at each cornice pedestal over the endwall pilasters are missing now. The surviving cornice has a central pediment flanked by friezes decorated with rounded rosettes and small peaked details. Four robust pedestals and brackets are spaced out, the outside ones of which mark the upper termini of the brick endwall pilasters.</p> <p>The cornice pediment is outlined in a bead detail and filled with the date "1894", and the name "John Curtin." A grid pattern separates the date and name. Below the cornice, decorative brickwork includes corbel courses and panels of mouse-tooth bricks. Rough-face stone blocks are used in the endwall pilasters and as a beltcourse under the 2nd floor windows. The original oriel has been replaced by a bank of three 3-over-one sashes. The storefront's transom/signboard area up to the lower edge of these windows is now clad with a solid white material. The storefront's original footprint is maintained with a recessed central entrance flanked by display windows. The corner of these display windows is angled rather than squared. They sit on a low, smooth painted or enameled metal (?) bulkhead. Together with the flat, white-metal canopy over the storefront, they suggest a 1930s to midcentury storefront remodel. The oriel was replaced in 1939, when the building was owned by C. Bromley of Bromley & Co. shoes (City of Decorah building permit), so the storefront likely dates to about this same time period also.</p> <p>This building shares the staircase to the upper floor with its neighbor at 114. Half of it is within this building, half within the neighboring building. See 114 W. Water for a description of the staircase.</p> <p><i>John Curtin (1835-1917), an enterprising native of Ireland, acquired the one-story, probably wood-frame, building on this lot in 1887, perhaps as an investment as he also operated the livery business down the street on Washington. He sold the livery in 1891 and became a capitalist, constructing the present building as such in 1894. He was an early investor and director on the board of Citizens Savings Bank, founded in 1884 (Davis, 70; Seegmiller, 75, 95).</i></p>	III	C



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66	E	<p>110 W. Water St. <i>Wm. Barthell bldg., Weiser Drug Store, Rosel's Pharmacy, Wrangler Bros. Drug Store; Rambo Pharmacy, Verizon store</i></p>  <p>(Mark Muggli photos)</p>  <p>(Picturesque Decorah, 1899)</p>	1894 (date block)	<p>Like its two neighbors to the west, the 2-story Barthell building was constructed in 1894 (date block on now-missing cornice). Its distinctive Roman-arched 2nd story window opening is massive, springing from endwall to endwall from carefully tooled limestone blocks. The arch is made of rounded brick and outlined in stone, and the keystone also shows the same tooled horizontal diamond design. The arched opening sits on a rough-faced limestone sill and the spandrels to either side are clad in terra cotta tiles with a bullseye pattern that alternate with plain tiles, making for a very lively façade. Elaborate brick corbels above the arch served as the base for the now missing cornice, which was likely of pressed metal. A historic photo from about 1899 (below left), indicates this cornice was taller than the extant cornice of its immediate neighbor (112), but somewhat less elaborate. It has a shallower pediment and the frieze under it bore an Adamesque-style chain of swags. Three finials were present also, evenly spaced out across the cornice.</p> <p>Below the Romanesque arched window, which is now infilled with smaller windows and a solid metal material, the storefront maintains its recessed entry flanked by large display windows. To the east is the door providing access to the 2nd floor staircase. The present storefront <i>may</i> be the one seen in photos from the 1940s and 60s, which show a black (dark) architectural glass storefront with the same configuration (if present today, it is painted over). Architectural or structural glass was a popular style and material for remodeling in the late 1930s and 1940s.</p> <p>The original glazing in the arched opening consisted of a central mullion flanked by two very large 2x2 sash windows and two smaller window panels filling out the curve (may have been fixed). Painting the current white infill material in a very dark shade would improve the historic appearance of the building a great deal.</p> <p>Davis (at 71) suggests the large Roman-arch façade was inspired by architects H.H. Richardson and Louis Sullivan. Richardson did, indeed, popularize the rounded Roman arch in the 1880s and they are found in several of Sullivan's "jewel box" Midwest banks (Owatonna, MN for example) built between 1908 and 1920. However, the influence might be attributed more directly to Adler and Sullivan, in partnership between 1880 and 1895, and that firm's Chicago Stock Exchange building.</p> <p>When the Barthell building was constructed in 1894, Sanborns indicate it replaced a saloon operating in an earlier building</p>	III	C

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				that had also been a tobacco and cigar store (1885). Barthell was a German immigrant who arrived in town in 1851 and was in the real estate business (Davis, 71). The present building housed a grocery store in 1902 (Sanborns) and then a long series of drug stores.		




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67	E	<p>108 W. Water St. <i>First National Bank (1866-1896), National Bank (1897-1931), Decorah State Bank (1931-1935), Security Bank & Trust (1935-1966); Hammel Jewelers</i></p>  <p>(Mark Muggli photo)</p>  <p>1920 (collection of Adrienne and Paul Coffeen)</p>  <p>c. 1866 (Adrienne Coffeen collection)</p>	<p>1866 1920 remodel</p>	<p>This is a 3-story bank building built in 1866 and remodeled in 1920 in the Classical Revival style. The building sits on the original 1866 stone foundation (not visible from the exterior). The original yellow brick walls are now clad by stone panels or the stucco at sidewalk level. The entrance is near the west sidewall with the single large window closer to the east side wall. This fenestration is slightly recessed with stepped edges forming panels that may align at the upper edge with the transom locations underneath. These 1984 recessed panels mimic the 1920 panels found above and below the upper-story windows.</p> <p>The second and third floors, long vacant, have stacked windows held between four column-pilasters that reach from the stone beltcourse marking the top of the ground floor to the entablature marking the top of the 3rd floor. The frieze above the columns contains a rosette positioned above each column, and the cornice above that projects slightly out from the frieze.</p> <p>"Designed and planned by Mygatt and Koch, the oldest Architects and Builders in Milwaukee," the 1866 brick and stone building had an "iron and French Plate glass" storefront and "Milwaukee hand pressed brick"; the windows ornamented by carved caps and sills" (<i>Decorah Republican</i>, 8/30/1866). See photo of this original facade below left.</p> <p>As a result of the substantial 1920 remodel, the bank building's ornate yellow brick and stone-trimmed façade was clad with what appears to be smooth Bedford limestone panels. The east doorway, which led to the 2nd floor stairway, was eliminated during the 1920 project and converted to a window. The upper floor was thereafter accessed by the stairway in the adjacent building (106 W. Water) (researcher Adrienne Coffeen notes). A rear addition was added also during the 1920 remodel completed by A.R. Coffeen, local architectural designer and contractor.</p> <p>The sidewalk level was remodeled again c. 1960 to a Midcentury Modern appearance (blue mini tiles were applied to the wall; the two windows were replaced by one large one; transoms were covered; and a flat, white metal awning hung over the sidewalk). The sidewalk level assumed its present, more historically appropriate, appearance in 1984 when smooth white stucco replaced the mini tiles and the window's muntins (assumed faux) were removed.</p> <p>The 1866 building was constructed for banker James H. Easton, who arrived in town in 1862 to join his father in</p>	V	C
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<p>67 Cont.</p>	<p>E</p>	<p>108 W. Water St. Continued</p>	<p>an established bank business. Easton was sole owner of the business by 1866, which was identified through a sign on the new building as the "National Bank of Decorah" but may have technically been registered as the "First National Bank" of Decorah under the 1863 National Currency Act (familiarily known as the National Bank Act of 1863). The building's architectural connections with Milwaukee were undoubtedly established by the nearby construction of the McGregor Western Railroad (precursor of the Milwaukee & St. Paul), which was completed within 9 miles to the southwest of Decorah by 1865. This was the closest and only rail line near Decorah at the time. Backers of the McGregor Western were the same interests as of the Milwaukee & St. Paul, thereby bringing Decorah into the sphere of influence of Milwaukee businesses like brick yards and designers like Mygatt & Koch (see Jan Olive Full, <i>Milwaukee & St. Paul Railway Combination Depot, Decorah, IA</i> [constr. 1869], NRHP [2016]). Easton continued to establish new banks in Iowa towns to the west, as the Milwaukee & St. Paul line was completed to them (Alexander, 576-577).</p> <p>Upper floors of the bank building have long been vacant but the 2nd floor held offices occupied by attorneys and insurance agents. The 3rd floor was a large hall used by three Masonic orders from 1866 until 1882, after which the Masons had their own building constructed next door.</p> <p>This building has been deeply and thoroughly researched by a descendant family member associated with A.R. Coffeen, the 1920 remodeling contractor. This researcher had access to Coffeen's business records, among other items. The full research file is available through the Decorah Historic Preservation Commission and contains much more information than is represented by this table entry.</p>	<p>V Cont.</p>	<p>C Cont.</p>
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68	E	<p>106 W. Water St. <i>Masonic Hall, drug & book store, Haas Bros. Meat Market, Darling Drug Store, Book Gnome, H. & R. Block</i></p>  <p>(Tallgrass Historians LC)</p>  <p>(Mark Muggli photo)</p>  <p>Detail of I-beam over storefront</p>	<p>1882 (Alexander, 283-284)</p> <p>Remodeled btwn 1894 & 1913 (based on other buildings in historic photos)</p>	<p>This 3-story building is faced with multi-colored, but generally brown, brick that was used extensively as the building's primary decoration. The ground floor storefront is modernized (late 1950s) but retains the basic footprint of the early sidewalk façade. The store entrance is offset to the east side and flanked by display windows while the door to the stairs for the upper floors is near the west end of the façade. Since 1920, this staircase is used also for access to the upper floors of the building next door at 108 W. Water. An I-beam with small paired rosettes spaced out from end wall to end wall, provides the support for the storefront from the load above it.</p> <p>The general façade surface is clad in dark brown bricks, laid in stretcher courses with matching mortar. Decorative brickwork is a lighter reddish-brown brick laid with matching mortar.</p> <p>The second and third stories are identical in arrangement. Two very wide window openings are on each floor, each holding two sash windows. A simple, turned wood (apparently) post/mullion is centered in each wide opening, probably necessary for window support. A steel header is embedded across the top of each window opening, allowing for the flat upper shape of the opening.</p> <p>The 3rd floor windows are smaller replacements and the extra space is infilled with solid painted material. The 2nd story windows are large 1x1 double-hung sashes and appear original to a c. 1900 remodeling project. Surrounding the openings is the reddish-brown decorative brick arranged in repeating, slightly protruding, shapes that suggest quoins. These shapes are squares down the sides and angled more to a rhombus shape across the top. These decorative features suggest a mild Neoclassical influence, which was popular at the time.</p> <p>A chipped-face limestone beltcourse runs along the bottom of the window openings from endwall to endwall on both the 2nd and 3rd floors. Between the</p>	III	C


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		 <p>Center building, c. 1890 (Vesterheim Collection)</p>		<p>upper two stories are large rectangular panels of the same reddish brown brick laid in a wicker weave pattern of alternating headers that protrude slightly.</p> <p>At the roofline, the cornice is composed of more rectangular panels and, overhead, by a dozen or more courses of bricks, each set stepped out farther from the plane of the wall and formed as corbels. Another stone beltcourse is above this and, terminating the detail, is a panel of the lighter reddish-brown bricks, inset with two recessed rectangular panels of the dark brick.</p> <p>Historic photos (one of which is to the left) reveal the original façade had three round-headed windows on each floor and an elaborate projecting cornice at the roofline.</p> <p>Masonic emblems located at the top of the 3rd story, above and between the two window openings, and signage emblems between the 2nd story windows confirm the long tenure of the building as a Masonic meeting hall on the upper floors. From 1866 until this building's completion, three Masonic orders met next door at 108 W. Water. In this building, the 3rd floor was used initially, but it now appears the meeting rooms are on the 2nd floor. Physicians and others occupied 2nd floor offices at first. The ground level was commercial space from the beginning.</p>		
69	E	<p>102-104 W. Water St. <i>Steyer Opera House, Higgins Opera House, Norske Selskab, J.C. Penney Co., Marilyn's Hallmark Shop, Wards, Worthington's Firestone, F.W. Woolworth Co, and more, Master's Touch, Hallmark, Hotel Winneshiek Opera House and Conference Center</i></p>	<p>1870 enlarged in 1875 by addition of the east 3- window bay (some sources say 1877)</p>	<p>3-story brick building, 3 modernized storefronts with large display windows sitting on brick veneered bulkheads. The staircase to the 2nd floor is located between the west two storefronts. The transom areas over all storefronts are filled with a solid material on which signage is affixed. Upper stories have red brick walls and tall 2-over-2 sash windows with stone sills and ornate segmental-arched stone hoods with drops, suggesting the popular Italianate influence of the time. The 3rd - and 2nd - story 2-over-2 windows, which are similar to the originals, date to 2000, at which point the smaller replacement windows and air conditioning units on the 2nd story were removed. This window change occurred in conjunction with the renovation of the</p>	III	<p>C Listed in the NRHP, 1979 (Integrity has improved since listing)</p>




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		 <p>(Mark Muggli photo)</p>  <p>Undated image but after 1875 (Volunteer research, no source noted)</p>  <p>Picturesque Decorah (1899)</p>		<p>adjacent neighbor, the Hotel Winneshiek (Gardner & Lorentzen, brochure).</p> <p>At the roofline, the original bracketed overhanging cornice is gone and in its place are several courses of yellow bricks divided by what looks like a stone beltcourse.</p> <p>From the rear of the building, the slight hipped roof of the 1870 portion is visible. This roof covers the trusses that enabled the clear span needed by the 3rd-floor hall. Also seen from this north side is the slightly smaller rear addition added across part of the 1870 rear wall.</p> <p>Designed by architect F. G. Brandt of Dubuque (NRHP nomination), in the Italianate style, the original 1870 building consisted of the two west bays (7 façade windows), while the easternmost bay (3 windows) was added in 1875. The slightly wider interstitial façade between the two construction eras indicates this physically. Sanborns indicate that after the 1875 addition, the auditorium was reoriented parallel to the street, rather than the more typical front to back orientation, with the stage and backdrops located on the east and seating (including balcony seating) in the west two bays. Ground-floor interior space has been occupied by various commercial stores, whether occupying one or combined bays. In 1885, the 1st level had a clothing store (Opera House Clothing Store), a saloon (Steyer's own saloon possibly), and a furniture store; in 1894 it housed a saloon, clothing store, and drug store. By 1902, the clothing store space was a hardware store, while the other two store bays remained as in 1894. These three remained constant in 1914, the last year Sanborns identified specific commercial occupants.</p> <p>The original staircase to the upper floors is located between the original two west bays. The 2nd story has been primarily apartments and offices, while the 3rd floor post-opera house, has been used for a variety of entertainment functions, including a bowling alley (Seegmiller, 71). The stage and backdrops existed as of</p>		




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				1979 when the building was listed in the NRHP, but it's unclear how much of the original interior features of the hall exist today following a major restoration. Tin ceilings, chandeliers, and a balcony thought to have been added in 1875 appear to be extant (local newspaper accounts).		
70	E	<p>123 W. Water St. <i>Finn & Bro.; John Finn Hardware, Citizens Savings Bank, Hacker, Nelson & Co., accountants</i></p> <p>Water St. facade</p>  <p>(Mark Muggli photo)</p>  <p>(Tallgrass Historians LC)</p> <p>Washington St. side</p>  <p>(Tallgrass Historians LC)</p>	1869, ca. Significant remodel in 1897, plans by Kinney & Orth, Architects, Austin MN	<p>This large brick and stone-trimmed corner bank building faces Water St. with a long secondary façade along Winnebago St. Surprisingly, it actually is an 1860s stone building with a brick façade that was remodeled heavily in 1897 in the Queen Anne and Romanesque styles. The stone and brick were removed or covered over and replaced with brownish brick and generously trimmed with limestone (<i>Decorah Public Opinion</i>, 3/23 and 4/13/1897).</p> <p>The building is two stories tall with its primary entrance located at the corner of Water and Winnebago streets, under a rounded bay capped by a crenelated tower with a conical roof. The ground-floor entrance is elaborately framed by decorative carved limestone, engaged (probably) square stone columns, and a smooth, polished gray granite column at the exact corner location.</p> <p>The building's brick walls are laid in stretcher-only courses that sit on rough-face limestone blocks.</p> <p>Two large windows are located on the Water St. façade's sidewalk level with three irregularly-placed smaller windows above on the 2nd floor. A stone beltcourse separates the two stories and serves as the shared sill for 2nd story windows. Another stone beltcourse forms the common arcaded header for these windows (replacements). The half-round spaces above the windows and under the arcaded stone header are filled with patterned terra cotta panels. Additional round terra cotta panels punctuate the brick walls above the windows</p> <p>The roofline has a stone cornice supported by brick dentil forms over which is a brick parapet or low wall between brick piers, with stone coping.</p>	V	C (has potential individual eligibility under Criterion C also) Received the 2016 Decorah Historic Preservation Award for exterior rehabilitation efforts.




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		 <p>1913 (Views of Decorah)</p>  <p>Prior to 1897 remodel (Vesterheim Collection)</p>  <p>Prior to 1897 remodel; Composite of 2 views from Seegmiller, 83-84</p>		<p>The long Winnebago St. side wall is 9 bays long with a classically-decorated secondary entrance located midway on the elevation. Walls treatments, including the large ground-level windows and paired 2nd story windows, are the same as on the Water St. primary facade.</p> <p>It is hard to imagine how this Romanesque/Queen Anne styled building was so thoroughly remodeled from stone to its present appearance, nevertheless the historic records support this construction history. The stone building was built after an 1868 (or early 1869) fire on this block destroyed the existing wood-frame shop buildings. "Finn and Bro." opened its new hardware store in the building in late 1869 (<i>Decorah Republican</i>, 11/12/1869) and the store later was operated by John Finn as a hardware and stove shop (historic photo, Seegmiller, 83). By 1885, the store tenant had switched to or was additionally selling dry goods (Sanborn).</p> <p>In May, 1897, Citizens Savings Bank bought and remodeled the building. The 2nd floor has been used for offices of various kinds, while the south half along Winnebago Street was divided into three smaller store spaces. The bank went out of business in 1923 or 1924 and thereafter a series of businesses occupied the bank's space, including the local electric company, a gift shop, a jewelry store, an insurance agency and, after 1998, the Hacker, Nelson & Co. accounting firm, the current owner responsible for an award-winning rehabilitation of the building. Three original safes remain inside. Sources for this historical information include: Seegmiller, 95-96; Davis, 68; Lorentzen, sidewalk signage; and Gardner & Lorentzen, brochure.</p>		
71	E	<p>121 W. Water St. <i>B.O. Dahly Bldg.; Caroline Dahly's Emporium; Coast-to-Coast Store; Happiness</i> Is</p>	<p>1868, ca. (see 123 W. Water St. newspaper article re: fire)</p>	<p>Two-story brick building with a mid-20th century storefront and three window bays overhead separated into three panels by pilasters. Each 2nd floor window has a round header with a prominent keystone. The headers and sills are painted but probably are of stone considering the age of the building. The ground floor</p>	III	C


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		 <p>(Tallgrass Historians LC)</p> <p>(Mark Muggli photo)</p> <p>(Vesterheim Collection)</p>	<p>1865 (Davis, 69; Seegmiller, 95)</p>	<p>storefront has an offset recessed entrance at the façade's east end. A second recessed doorway on the west side likely leads to the second floor. A large glass display window fills the space between the two doors. Sanborn maps do not indicate an interior staircase to the 2nd floor and historic photos (such as that below left) do not show a west-end doorway either. The building is a near twin to 117 W. Water in the upper-story design and cornice decoration (now nonextant). As built, the building had Renaissance Revival styling.</p> <p>The wide signboard on the current storefront may be covering the original rounded storefront fenestration, which had three large arches. Clearly, however, with the mid-century storefront remodel, a new structural beam was needed to span the new storefront. The projecting rooftop cornice seen in historic photos is nonextant.</p> <p>Merchant B.O. Dahly and his second wife, a milliner, occupied this building, which B.O. constructed following a c. 1868 fire in the block. B.O. died in 1895 (Seegmiller, 94) and Caroline in 1917 (Davis, 69). Sanborns from 1885 until 1914 label this a millinery shop. A dearth of information then exists until November 1929 when the Coast-to-Coast Store moved in (<i>Decorah Journal</i>, 10/30/1929). An undated historic photo in the collection of the Winneshiek County Historical Society shows a crowd gathered around the front of the unaltered Dahly building with flat Coast-to-Coast-Store signage. The crowd may have been gathered for an opening ceremony of the store in 1929 as they are wearing winter coats, or the proximity of crowd to store may be just coincidental. Many of the young boys in the crowd are wearing aviator hats, clearly a popular headdress of the day and probably a reference to Charles Lindbergh's trans-Atlantic flight in 1927. Another photo in the same collection is a night time scene of the midcentury altered storefront, again with Coast-to-Coast signage indicating it was that business responsible for the storefront as it more or less appears today.</p>		



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72	E	<p>119 W. Water St. (historic address; now part of the of the business next door, see 117 W Water) <i>E.J. Parman Drug Store, Donlon Drug Store, Rubaiyat restaurant</i></p>  <p>(Mark Muggli photo)</p>  <p>Prior building on lot: P. J. Enright grocery (Vesterheim Collection)</p>	1900, ca.	<p>Two-story painted brick building with a modernized, mostly glass, storefront (combined now with the business in the building next door at 117). The 2nd story has a large central double-window with a common header, flanked by two narrower single windows. The common sill under these windows and the rounded headers over them are of painted rough-face stone blocks or rock-face cast concrete blocks. Over the windows are two decorative round medallions, also painted but perhaps of terra cotta, with a Tudor Rose pattern. The tympanum over the windows and the panels under their sills are filled with decorative brickwork. The brick walls of the 2nd story are slightly recessed and framed by endwall pilasters and, overhead, by stepped courses of brick. The building has Queen Anne detailing.</p> <p>In addition to the modernized storefront, the 2nd story windows may be replacement casements divided into horizontal panes by muntins.</p> <p>An undated but pre-1897 photo shows the <i>prior</i> building on this site, a smaller, simpler brick building thought to date back to the 1860s (see below left). Signage on this earlier building advertises "P.J. Enright". Sanborns are unclear, but the lot had a grocery store on it as late as 1894, while the 1902 Sanborn showed it with essentially the same footprint, but the business was a drug store. Seegmiller (at 94) indicates it was either Brunt & Parman or the E.J. Parman Drug Store. By 1914, it housed a jewelry store (Claude Yetter, <i>ibid.</i>). The 1927 Sanborn is the first to suggest a distinctly different footprint, but the building itself appears older. By 1927, tenants were a drug store (still Parman according to Seegmiller). Donlon Drug moved into the building in 1947 (<i>ibid.</i>) and there was a "hall" on the upper level according to the 1948 Sanborn.</p>	III	C
73	E	<p>117 W. Water St. <i>N.P. Parter dry goods, Connor-Knight department store, Rubaiyat restaurant</i></p>	1868, ca. (123 W Water St. newspaper article re: fire on this block)	<p>Two-story painted brick building with a modernized, mostly glass, storefront (the restaurant within the building also occupies the neighboring building at 119). This building appears to be a near twin to the building two doors down to the west at 121 in the upper story design and roofline cornice (now nonextant). It has</p>	III	C



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		 <p>(Mark Muggli photo)</p>  <p>(Vesterheim Collection)</p>		<p>three window bays overhead separated into three panels by pilasters. Each 2nd floor window has a round header with small keystone bearing an abstract design. The headers and sills are painted and likely of stone considering the age of the building.</p> <p>Upper floor window sashes, double-hung, occupy their original full size though the glazing may not be original. The prominent and highly decorative cornice is gone. These details gave the building a Renaissance Revival styling.</p> <p>Local historians have little to say about this building other than it was N.P. Porter's dry good store in 1890 (Seegmiller, 93). This is consistent with the Sanborns, which show a dry goods & groc. In 1885 and a dry goods store in 1894. In 1902 it's a bowling alley; in 1914 a gen'l store; in 1927 and 1947 just an unidentified store. A building permit and newspaper article from 1939 indicate the owner, Minnie Adams, remodeled the storefront for the dry goods tenant. From a poor quality newspaper photo (11/14/1939, researcher did not note the newspaper's name), the new storefront is in the Streamline Modern style, of dark architectural glass (probably black) with white markings. The architect was Charles Altfillisch and A.R. Coffeen was the contractor. Altfillisch was also the City Building Commissioner and signed off on building permits. This storefront is clearly nonextant now.</p>		
74	E	<p>115 W. Water St. <i>Dexter Dennis grocery;</i> <i>A&P grocery; Sears,</i> <i>Roebuck & Co.; Bargain</i> <i>Outlet</i></p>	1885, by	<p>This building and the one next door at 113 share façade similarities and share a stairway to the second floor, suggesting they were built at the same time. While the staircase appears from the façade to take an equal amount of space from each building, this building has a 20' façade, while its neighbor has an unusually narrow, 14' façade.</p> <p>This Italianate styled building is two-stories tall and has a modernized storefront. The walls are of dark red brick and the two stories are separated by a beltcourse of vertical bricks. Windows on the 2nd floor are tall with yellow-brick, round arched headers and inset sides. Smaller windows have replaced the originals and the</p>	III	C



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		 <p>(Mark Muggli photo)</p> <p>(Vesterheim Collection)</p>		<p>extra space at the top is infilled with a solid material. At the roofline, the red brick courses are decorated by yellow brick details consisting of dentils, inset panels, brackets, and a roofline cornice. These rooftop features are continued across to the neighbor at 113.</p> <p>Seegmiller (at 92) says the grocery store was operated by Dexter Dennis. The Sanborns from 1885, 1894, and 1902 are consistent with the grocery store use. Anna Dexter sold the building to C.B. Lennon in 1908 and it remained in Lennon family until 1935. The 1914 Sanborn refers to the store as a "Gro. And China Ware" (grocery). By 1931, when a building permit was issued for a new store front "in stone", the building was occupied by the A&P grocery. A.R. Coffeen was the contractor. In the 1940s, the Sears & Roebuck store moved in and was a long-term tenant (volunteer research).</p>		
75	E	<p>113 W. Water St. <i>M.J. Soukup, Jeweler & Optician; German's Men's Wear; Country Garden</i></p>  <p>(Mark Muggli photo)</p>	1885, by	<p>This narrow, 2-story brick building and the one next door at 115 share façade similarities and share a central stairway to the second floor, all suggesting they were built at the same time. While the staircase appears from the façade to take an equal amount of space from each building, this building has an unusually narrow, 14' façade while the one next door is 20' wide. Its brick is also a slightly lighter hue than next door.</p> <p>The building has a modernized storefront, but one that retains the traditional footprint - a recessed central entrance flanked by display windows sitting on low bulkheads. A wide awning covers the signboard area. On the second floor is an unusual 2-sided, Italianate styled oriel, its shape dictated by the narrow façade. The window sashes in this oriel are likely replacements but the original dimensions essentially are maintained.</p>	III	C



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		 (Vesterheim Collection)		<p>Sanborns indicate a "gen'l" merchandise store here in 1885; a jewelry store and photographer (on 2nd floor) in 1894; the jewelry store in 1902, and a clothing store in 1914. These occupants are consistent with what the local volunteer researcher found.</p>		
76	E	<p>111 W. Water St. (historic address; now combined with 109 next door) <i>Mott Co. hardware; Groff hardware; O'Neil hardware; Taylor hardware; C.R. Anthony store; Yesterday and Today's Collections</i></p>  (Mark Muggli photo)	<p>1885, by Combined with 109 store and without its own address since 1950 (Seegmiller, 91) or since 1961 (<i>Decorah Public Opinion</i>, 19/9/1961)</p>	<p>Two-story brick building with a modernized storefront that is combined now with the store next door at 109. The storefront is mostly glass and the combined double store's entrance is at the west side of 109. This building was detached and freestanding on the east side until 1916 when the Evenson Bldg. was built next door (a 1-story frame falsefront restaurant building was removed to build the Evenson Bldg.). Stairs to upper floor were outside until then (Sanborns), so the east side interior staircase has been added since 1916.</p> <p>The 2nd story has a central double window with new glazing. Flaking paint patterns over these paired windows indicate there may have been a common arched header over them or perhaps even an oriel that has been removed. Flanking these central windows are two original window openings each with a stone sill and arched brick header with a prominent keystone. New sashes are present and the extra space between them and the arch is now infilled. The building has been painted but much of it is flaking off.</p> <p>The building's Italianate façade bears many similarities to its neighbors to the west, specifically the bracketed panels at the roofline, and the dentils under them. However, the roofline and all courses of brick underneath it are just a bit taller and misaligned with its neighbors' features suggesting a close construction date and an attempt to model the building after the neighboring buildings (or the reverse; the neighbors borrowed design features from this building).</p>	III	C



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				Sanborns indicate a 2-story grocery here in 1885, and the building continues to have the same footprint and skylight configuration seen on following Sanborn dates. In 1894, the building housed a grocery; in 1894 a grocery & china store; in 1902 it was dry goods and notions; and in 1914 a hardware store.		
77	E	<p>109 W. Water St. <i>John Evenson Bldg.;</i> <i>Woodward's dept. store;</i> <i>C.R. Anthony store;</i> <i>Yesterday and Today's Collections</i></p>  <p>(Mark Muggli photo)</p>  <p>Prior building on this site, small, 1-story, frame falsefront</p>	<p>1916</p> <p>Combined with 111 W. Water store since 1950 (Seegmiller, 91) or since 1961 (<i>Decorah Public Opinion</i>, 19/9/1961)</p>	<p>Two-story brick building with a distinctly 20th Century Commercial appearance. Narrow brick pilasters and beltcourses create an asymmetrical, rectilinear pattern of panels marked at the corners (intersection of the brickwork) by stone or concrete squares. There is a name block near the roofline reading "EVENSON" and masonry coping at the roofline. The storefront is modernized and mostly glass with the shared entrance at the west wall. The signboard area is covered over with a wide white material that spans both buildings. On the 2nd story, a large, but shallow brick oriel is located in the center of the façade and flanked by two very small windows. Sills are masonry and headers are flat and not visible, likely steel beams.</p> <p>Little has been reported about John Evenson, but the 1900 federal census records him in Decorah and working as a "restaurant keeper." The 1920 federal census has him on W. Water St., a single man, and proprietor of a restaurant.</p> <p>While newspaper coverage indicates the building was definitely constructed in 1916, Evenson may have been operating his restaurant at that site for some time prior to that. A 1900 ad in the <i>Luther College Chips</i> indicates Evenson had recently remodeled a building at this address (volunteer research). The 1885 and 1894 Sanborns indicate this is the site of a 1-story restaurant (the photo at left shows it as a small falsefront); in 1902 Sanborns show it as the 1-story restaurant and "grocery"; in 1914, a 1-story confectionery. While exhaustive research on Ancestry.com was not done, it appears the Evenson family was from Norway and John</p>	III	C



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				may have been raised on a local farm before becoming a restaurateur.		
78	E	<p>107 W. Water St. <i>Severt Larsen dry goods; Button hardware; Bidne hardware store</i></p>  <p>(Mark Muggli photo)</p>  <p>(Vesterheim Collection)</p>	19 th century, with 1939 20 th Century Commercial façade remodel	<p>Two-story brick building with a modern storefront. The store's entrance is offset to the west end with virtually the rest of the storefront composed of glass. A wide metal band frames the entire storefront. Overhead, the upper story is faced with light brown brick laid in stretcher courses and divided in several places by header or soldier courses. Replacement windows are clustered in the center of the 2nd story (one of which is filled in with wood) and sit on a common stone sill that has small brackets. Stone (?) medallions trim the ends of one of the 2nd-story decorative brick courses and stone coping terminates the roofline.</p> <p>Sanborns between 1885 and 1947 show an unchanging footprint during this time period and a 1939 building permit shows a "new front" was planned at that time. (While the address on this building permit is 107, the building next door at 105 also received a new front in 1939 making the building permits suspect as to exactly which building was the subject.) Also, the oriel shown in the historic photo at left is consistent with the current windows being grouped in the center of the 2nd story.</p> <p>According to local researchers, the original building on this lot was stone but the undated historic photo to the left shows the building here was brick by that time. Seegmiller (at 90) suggests a new store was being built here in 1890 by Iver Larsen for his dry goods store. In 1907, L.F. Button opened a hardware store in the building and later, Henry J. Bidne operated his hardware store from this building. Sanborns between 1885 and 1914 confirm a hardware store at this location.</p>	V	C



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79	E	<p>105 W. Water St. Iver Larsen dry goods, then clothing store</p>  <p>(Tallgrass Historians LC)</p>  <p>(Vesterheim Collection)</p>	<p>19th century, with 1939 Art Deco facade remodel</p>	<p>Two-story store building that is primarily clad in creamy-yellow architectural glass panels to accomplish an Art Deco styling. The storefront entrance is centrally located in a recessed alcove and flanked by glass display windows sitting on a short stone-clad bulkhead. Three replacement windows are clustered together in the center of the 2nd story. The roofline has a stepped profile accentuated by a narrow band of black architectural glass.</p> <p>The Art Deco, architectural-glass façade is rare in this town and was advertised by the Larsen storeowner as unique "this vicinity" (Volunteer research, <i>Decorah Journal</i>, 1949 ad). While the signage is gone and there is some damage or lack of maintenance, the store's façade is a stylish example of its commercial times. There are sources of architectural glass today available for repair purposes. Rehabilitation and repair is recommended.</p>	V	C Uncommon local example of architectural- glass front
80	E	<p>101 W. Water St. <i>Mott & Company dry goods, C.N. Goddard dry goods, Wimmer's Department Store, J.C. Penney</i> (The existing building includes the site formerly addressed as 103 W. Water – to the right or west</p>	<p>1871 Extensively remodeled in the Colonial Revival</p>	<p>Two-story reddish-brown brick corner building; three bays across Water Street façade; 5 to 6 bays along the Washington Street. The main storefront occupies all three Water Street bays, with the entrance recessed in the central bay. That bay is trimmed with a Tudor arch stone surround in the "Collegiate Gothic" style popular in the 1920s mostly for new academic buildings. To each side of the entrance, are display windows which</p>	V	C





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		<p>side of the existing building as seen in these views.)</p>  <p>(Mark Muggli photo)</p>  <p>(Tallgrass Historians LC)</p>  <p>C.N. Goddard dry goods building as it looked prior to 1925 (Seegmiller, 82)</p>  <p>(Vesterheim Collection)</p>	<p>style in front and long side; rear addition 1925</p> <p>The remodeling was undertaken at the direction of owner & manager Bertha Mott.</p>	<p>seem smallish for the scale of the storefront. Store windows are located around the side to occupy the first Washington St. bay also. A wide signboard with "JCPenney" on the front wraps around to lay across the top of the side window as well.</p> <p>Second-story windows on the façade are likely original and have robust muntins (based on volunteer research, photo and ad in <i>Decorah Journal</i>, 1949). Bays along the Washington St. side are largely blanks, almost certainly original, to provide for interior shelf space, except toward the rear of the building where window openings are small and infilled with red-painted wood. This infill material is also present on the lower floor of the small windows under the 2nd-story blank bays.</p> <p>Light gray stone provides the contrasting color in the building's masonry program and is used for the foundation cladding, a beltcourse around the main front block (façade and first bay on the side street), and at the roofline with a shelf cornice and stone coping. The brickwork in the front block has white mortar, which may be newer, while the rest of the building has a reddish matching mortar. The white mortar accentuates the bonding pattern of the front block, which is English bond, a relatively unusual alternating pattern of one header row to one stretcher row.</p> <p>Alexander (at 265) indicates this building is on the site of the first store in the district, the 1852 Pioneer Store with its 2nd floor "Newell Hall", which burned prior to 1871. According to Davis (73), the present 1871 building was remodeled in 1925 by Mott & Company, executed by builder A. R. Coffeen, the most prominent contractor of the day in Decorah with abundant experience in this type of complete façade renovations. Coffeen's remodel incorporated the adjacent store at 103 W. Water (called the O.P. Thompson building). In 1947 Wimmer Department store occupied the building, staying until 1952 when JC Penney moved in (Seegmiller, 89).</p>		





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81	F	<p>104 E. Water St. <i>Winneshiek Hotel (aka Hotel Winneshiek)</i></p>  <p>(Mark Muggli photo)</p>  <p>(Tallgrass Historians LC)</p>  <p>Ca. 1930 (Author's postcard collection)</p>  <p>(volunteer research, 1909 view from a 1959 newspaper clipping)</p>	<p>1904-1905</p> <p>Turnock & Ohrenstein, architects</p>	<p>Three-story brick hotel building located on the site of a prior wood-frame hotel first called the Winneshiek House and then Hotel Winneshiek, and near the original Day family cabin. The building's footprint is a fat H shape with the façade's centered entrance slightly recessed from the street. While the ground floor is solid from side wall to side wall, there is no 2nd or 3rd story above the central entrance area. Instead, the two wings of hotel rooms are separate in order to permit daylight into even "interior" rooms. Designed in the Italian Renaissance Revival style by the Chicago firm of Turnock & Ohrenstein, the first-story facade is composed of large areas of storefront glazing held between pilasters faced with Bedford limestone (T. Haugen t.s., 1998). The hotel's brick walls on the 2nd and 3rd stories are clad in pale red "Twin City pressed brick" (Ibid.; also <i>Decorah Republican</i>, 4/27/1905).</p> <p>Decorative stone details at the ground level include Ionic columns that flank and locate the front entrance. The entrance has a broken-pediment over double doors, with architectural shields (some of which are reproductions installed during a 2000s rehabilitation) on either side of the columns and over the entrance. Upper stories have stone quoining at the façade corners, stone window surrounds either rounded with or without a shield, or flat lintels with a keystone detail. Windows in the upper stories have 1x1 sashes and likely are replacements.</p> <p>Stone beltcourses are found on the façade at the juncture of the 1st and 2nd stories, and above the 3rd story windows. At the roofline, an ornate stone cornice sports large and small dentils and entablature moldings. Centered at the roofline of each wing is a prominent detail consisting of a circle filled with what appear to be Ionic volutes and a string of beads.</p> <p>By the time one former owner, Helen Basler, purchased this building and its neighbor to the west (Steyer Opera House) in 1997, the hotel was in a rundown condition, its 51 rooms converted to rentals. She rehabilitated the hotel, returning the</p>	<p>III</p>	<p>C</p> <p>(has potential individual eligibility under Criterion C also)</p> <p>Nicely rehabilitated</p>




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		 <p>Nonextant Italianate hotel - 2nd or 3rd hotel on the site? (Vesterheim Collection)</p>  <p>Nonextant Italianate hotel (<i>Picturesque Decorah</i>, 1899)</p>  <p>Nonextant Greek Revival hotel - 1st or 2nd hotel on site? Note the west end (left in photo) has a small falsefront shop; the other end is an alley or vacant lot. (view from the <i>Decorah Journal</i>, 1949, volunteer research)</p>		<p>former entrance to its historic appearance, updating the rooms and public spaces, and creating conference/meeting spaces (volunteer research).</p> <p>In 1904, when a group of prominent business owners (Ben Bear, C.J. Weiser, and B. Anundsen) bought the old hotel on this site, the second or third on the same lot, they would soon replace it with what would be the yet another hotel. The first one was built in 1854-1855 by the Day family, acknowledged first family of Decorah. It was a 3-story, gable-end hotel that presented its broad façade to the street in front. It had a 5-rank facade, gable end chimneys, and was Greek Revival in styling with dentils and pediment returns. A full-façade width open porch spanned the 2nd story (<i>Alexander</i>, 263, <i>Decorah Public Opinion</i>, 4/5/1905; photo in <i>Decorah Journal</i>, 6/9/1949).</p> <p>The second frame hotel was bigger and faced with brick, but may have simply been a much expanded and remodeled Day-built hotel. An 1869 newspaper article indicates the Day building was to have a brick addition added to the its west side (<i>Decorah Republican</i>, 7/23/1869), while a modern-day local historian seems to agree, saying the earlier Day building was "enlarged in 1867, and redecorated in 1877" (Davis, 75). Another local historian argued the Day building was actually a log cabin that was expanded with the "new wood-frame "Winneshiek House" constructed in 1877 (Lorentzen, walking tour brochure). A historic photograph uncovered by the volunteer researcher for this lot dates that second building to 1877 and shows a much larger, Italianate-styled brick, 3-story building with ornate brickwork (brick quoining and corbelling) plus an ornate pressed-metal or frame cornice with paired brackets. At the roofline are crests and finials. The signage in the main crest reads "Winneshiek House", a variant of the name (volunteer research, photo source not identified). A second historic photo taken from an angle shows this brickwork is restricted to the façade, with the sides appearing to be frame, but no gables are present (Seegmiller, 32).</p>		


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		 <p>Undated but by 1888 detail view from Winneshiek Co. Historical Society collection</p>		<p>Additional research unnecessary for this NRHP nomination would be needed to unravel the progenitor/s of the present 1904-05 hotel building. Fortunately, the Decorah Historic Preservation Commission file on this building has been filled by the volunteer researcher with well-organized and extensive material on this building lot.</p>		





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82	F	<p>106 E. Water St. <i>McClasky Building, various basement barbershops, Princess Theater, Princess Café, Rumreich Hardware, Davis Paint, AAA travel agency, Ace Kitchen Place</i></p>  <p>(Mark Muggli photo)</p>  <p>Undated photo, but btwn 1891 and 1904 based on alley's presence on the left edge of the photo) (Vesterheim Collection)</p>  <p>(Decorah Newspapers)</p>	<p>1891 Rebuilt this year, all but east wall replaced</p> <p>(details added to façade and expanded to rear; <i>Decorah Republican, 2/19/1891</i>)</p>	<p>Two-story brick building with a modernized storefront. The ground level store has an offset, recessed entrance flanked by very large display windows. A second door, likely leading to the 2nd story is located to the west of the storefront. Over both is a wide signboard that hangs from a narrow 2nd story balcony with a replacement railing. A large oriel windows with a peaked central header is located directly over the store's entrance. The 2nd story balcony is accessed by a doorway to the west of the oriel. Details give this building Queen Anne styling.</p> <p>William P. McClasky began rebuilding the building on this lot in 1891. Prior to that, in 1885 and for some unknown period before (Sanborn), a 2-story "saloon" had been located here. It is not clear if this was operated by McClasky but in his new building as reconstructed he operated a billiards and lunch business, with a barbershop in the basement. The latter was accessed by stairs on the narrow alley to the west (now closed off and partially occupied by the east bay of the Winneshiek Hotel). As built, McClasky's brickfront, designed by local architect J. Jackwitz, also sported a tall tower on the façade alley corner and an ornate "galvanized iron cornice" (<i>Decorah Republican, 3/26/1891</i>). These two features were removed sometime between 1951 and the 1970s (based on historic photos).</p> <p>Despite the loss of some façade details, this remains one of the few buildings in the district with an upper floor balcony and intact oriel window.</p>	III	C
83	F	<p>110 E. Water St. <i>Mabe's Pizza</i></p>  <p>(Mark Muggli photo)</p>	1978	<p>Wide, double lot, 1-story building faced with narrow stacked limestone. The façade is unbalanced and asymmetrical, with the glass-door entrance on the far west end and, beyond a wide interstitial wall, three larger windows are evenly placed to the east of the door. Overhead there are 2 squat windows that look like small versions of the common 3-part Chicago</p>	VI	NC (modern)

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				<p>windows consisting of a large fixed central pane flanked by moveable casements.</p> <p>Mabe's Pizza is a continuation of a small café business operated in other locations over time by Mabel White, who opened her first cafe in 1953 (Davis, 77). The pizza business at this location seats 200. The building was built after a December, 1976 fire destroyed the first Mabe's at another site (volunteer research). Since this is a modern building, and despite the community's clear affection for the business, the building cannot contribute in the near future to a historic district.</p>		


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84	F	<p>118 E. Water St. <i>Holmberg & Erickson Meat Market, Ruby's Colonial Kitchen Restaurant, East End Market, Games XP</i></p>  <p>(Mark Muggli photo)</p>	<p>1922 <i>Decorah Journal, 2/22/1922</i></p>	<p>Two-story, 20th Century Commercial, brick and tile building constructed by local contractor Albert Austad, along with brick mason George Schulze (<i>Decorah Public Opinion, 2/22/1922</i>). The storefront has an offset, recessed store entrance flanked by angled display windows. To the east of the storefront is a single door no doubt leading to the 2nd floor. Prism glass still fills the transom over this single door; the transom area over the storefront is not covered but has clear glazing. The brick façade may have drawn inspiration from its neighbor several doors to the west at 106 E. Water, in that the door to the 2nd level, as well as the wall above it, is markedly separated from the rest of the façade by a brick pilaster. A similar pilaster forms the west end wall, bookending the storefront. Both pilasters have masonry "capitals" and beltcourses at the division of 1st and 2nd stories, at the top of the 3rd floor, and at the roofline. The shared masonry sill of the 2nd story windows forms, in effect, yet another beltcourse extending from end wall to end wall. The 2nd story windows appear original with upper sashes having a decorative rectilinear muntin pattern.</p> <p>The brickwork is very consciously decorative. Three colors, a mottled yellow, a dark orange, and a deep red-brown, are used along with the bonding pattern, to create a subtle design. The yellow is used also to create solid panels (either all headers or all stretchers) appearing over and under 2nd story windows, near the roofline, and above the entrance and stairs to the upper floor. The three brick colors in tandem are laid in a Flemish bond – decorative enough as it is, but the additional use of three colors creates a lively pattern for the façade.</p> <p>This building was purpose-built as a butcher shop, with white tile and painted walls inside. The basement contained chilling, refrigeration, and freezer rooms (nonextant); the first floor was used for retail sales with processing and storage to the rear. Equipment and much of the white tile is now gone (volunteer researcher; <i>Decorah Public Opinion, 2/22/1922</i>). Butchers Holmberg & Erickson came to Decorah in 1919 and at the time of this building's construction, had their shop next door at 120 E. Water prior to constructing this building.</p>	III	C
85	F	<p>120 E. Water St. <i>Grocery, Holmberg & Erickson Meat Market, J.T. Roseth's Made-Rite Bakery, Ruby's Restaurant</i></p>	<p>1885, by or Btw 1885 and 1894 (Sanborns) or</p>	<p>Two-story, painted brick building with Italianate details and a modernized storefront. The original central store entrance was replaced by large windows on a high bulkhead (masonry?) and the café entrance and access door to the upper floor are located to the west (left as one faces the building). A large colorful canopy is affixed to the signboard or</p>	III	C



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		 (Mark Muggli photo)	1870 (volunteer researcher, based on increase in lot value between 1869 and 1870)	<p>transom area over the store windows. Overhead on the 2nd story Are three evenly spaced double-hung sash windows. Each has its own sill and header, the latter being of brick in a segmental arch with brick drops on either side of the upper sash. These windows are contained within a slightly recessed area of bricks and bordered on either side by brick the pilaster-endwalls. Between the 2nd floor windows and the roofline is decorative brickwork consisting of three recessed panels interspersed with brick corbels. Contrasting paint colors highlight these details.</p> <p>Alterations appear to be limited to the storefront changes and new windows sashes, however the tall 2nd story windows openings have been retained.</p> <p>Another building across the street at 109 E. Water shows many of the same upper floor details. 109 is not present on the 1885 Sanborn but is on the 1894 map, while this building at 120 does appear on the 1885 map. Unfortunately, the age of each building is not determined with any certainty. In addition to housing a grocery in 1885, Sanborn also indicate the following occupants/uses: journal/printing (1894); "lunch" (1902); vacant (1914); store (1927, 1948).</p>		
86	F	122 E. Water St. (historic address) <i>Dwelling, saloon, Chinese laundry, jewelry store, Alice's Beauty Shop; annex to Kephart's Music</i>  (Mark Muggli photo)	1885, by	<p>This 2-story frame building's falsefront hides a gable roof behind the tall façade. The surface of the entire façade except the fenestration has a modern stucco cladding. The storefront maintains a central entrance flanked by large plate glass windows, with a side door to the upper floor on the east (right as one faces the building). The central entrance, however, is deeply recessed with side walls of the recess curved at the top. Just overhead is a rooflet detail of clay tiles. Above this, the 2nd story windows are squat, with a three-part Chicago window on the west end and a single double-hung sash window on the east.</p> <p>While the history of this frame dwelling is especially interesting and it may well be one of the oldest buildings in the district, its integrity is very poor. A historic streetscape photo from about 1915,</p>	V	NC (integrity)




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				uncovered by one of the volunteer researcher (J. Iversen), shows this building well distant from the camera, in a block still populated with numerous falsefronts. This photo shows an oriel window where the Chicago window is now. Other details, such as the storefront, are not discernable. The roofline may have had a central peak or pediment however.		
87	F	<p>124 E. Water St. (historic address) Kephart's Music (annex 1)</p>  <p>(Mark Muggli photo)</p>	1983	<p>Single-story modern infill attached and associated with the adjacent building at 126 E. Water. There is no entrance to this building, just two large plate-glass windows centered on the façade. Siding is brown and beige bricks and the upper portion is wood.</p> <p>Replaced a two-story frame falsefront, which may have been a boarding house (Seegmiller, 37; a 1951 image of nonextant building is in "DGA Hagen scrapbook" according to the volunteer researcher for this lot).</p>	VI	NC (modern)
88	F	<p>126 E. Water St. Kjome's Music Center, Kephart's Music</p>  <p>(Mark Muggli photo)</p>  <p>This appears to be the building prior to 1930. Detail from undated but pre-1888 birdseye view</p>	<p>1930, c. (likely just the façade)</p> <p>1885, by (front block)</p> <p>Btwn 1927-1948 (rear extension)</p>	<p>Two-story brick-faced façade on a corner lot with a stucco side around the corner on State St., and a gabled roof behind the façade; structurally, the building appears to be frame. The façade's brick is light brown with the occasional darker brown brick thrown in seemingly randomly except for panels of the darker brick over the two 2nd story vents and across the header space above the 2nd story windows. This second panel has a centered vertical projection that ends at the peak of the façade and roofline with a masonry "K". The K letter almost certainly relates to a prior owner named Kjome.</p> <p>The storefront has its entrance on the west end (left as one faces the building) with display windows filling most of the rest of the façade at sidewalk level. Six casement windows above on the 2nd floor are positioned together in ribbon format to fill the large rectangular opening. To either side of these windows are small vent openings, one with louvers, one infilled with a modern room air conditioner.</p> <p>One of the current owners since 1960, Lynn Kephart, believes the building was actually built in the 1920s. The gable roof, frame construction, and the small 150 sq.ft. basement with a dirt floor only reached by a</p>	V	C




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		Winneshiek Co. Historical Society Collection)		trap door in the floor, all point to a building that dates to well before the 1930 date of the façade. The Sanborns suggest it could have been built before 1885 (first available insurance map). The façade's brick face is well documented to date to Thurston Kjome's opening of a music store here in 1930.		
89	F	<p>101 E. Water St. <i>Sampson Bldg. general store, restaurant, European Hotel, Decorah State Bank, Meyer, Lorentzen, & Nelson law firm, Mom's Pride & Joy, KD RAE Jewelry</i></p>  <p>(Tallgrass Historians LC)</p>  <p>Washington St. elevation (Mark Muggli photo)</p>  <p>Detail of undated, but post 1906, postcard (see</p>	1891-1892 Gatterdam & Probst, architects	<p>This long brick building was constructed in three main parts over two building seasons. The 3-story, 3-rank façade (last section built) overlooks E. Water St. The three stories wrap around to Washington, the side street, for 2 ranks or window bays. Beyond the three-story part, the Washington St. elevation continues as 2 stories to form two additional building sections, each of which historically held a separate store on the ground floor. Cast iron columns remain to support these storefronts (plate by Pullis Bros., St. Louis, MO extant) except in the middle section on Washington, which has been bricked in and now is leads to the law office that is in the building. The bricks of the tall walls protrude just a bit around the outside edges of the walls to form a frame for the upper story windows. Brick corbeling is found at the roofline under a wooden (?) entablature.</p> <p>Window openings are tall and sit on shared stone sills that form beltcourses. A wide stone or wood "beltcourse" feature (may conceal a structural beam) separates the 1st and 2nd stories also. Window headers are brick with a prominent stone keystone; arches are rounded on the 1st and 2nd stories and segmental on the 3rd story.</p> <p>The corner at the intersection of Water and Washington streets has the building's most remarkable feature, a rounded 2-story frame oriel that overhangs the main façade entrance and is supported by cast iron columns on either side of the entrance. Six-sided, this oriel holds modern windows and features decorative panels and shaped shingles painted in contrasting colors. The entablature trim at the roofline is repeated in minor form between stories of the oriel. The oriel once projected above the building with a conical roof, however this was</p>	III	C





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		<p>below) (Susan Jacobsen collection)</p>   <p>Undated (current sidewalk kiosk)</p>  <p>Detail from pre-1897 photo (Vesterheim collection)</p>  <p>c. 1910 (Susan Jacobsen collection)</p>		<p>demolished by wind storm in 1919 or 1920 (local sources differ on the year).</p> <p>In addition to the bricked-in storefront on Washington St. and the loss of the oriel's conical roof, two elaborate but shallow oriels on the 2nd story of the Washington elevation were removed in the 1970s, replaced by windows and window surrounds modeled after the originals found everywhere else on the building.</p> <p>The building was designed by the Chicago architectural firm of Gatterdam & Probst (newspaper clipping from 7/30/1891; Jim Iversen collection). The design is eclectic showing features of the Italianate (windows, corbeling, entablatures) and the Queen Anne, which was rising in popularity in the United State when this building was constructed. It was designed for Norwegian Andrew Sampson, a grocer, who was in Decorah by 1880 (federal census). In 1896, shortly after construction of the building, grocer Sampson was also selling dry goods and shoes (Davis, 76). In 1906, the main section of the building was remodeled for the Decorah State Bank, which occupied it until the mid-1930s.</p> <p>A maker plate on the building, reads "Pullis Bros. St. Louis." This refers to the manufacturer of the iron or steel parts of the building, such as the 1st story storefront columns (the extent of Pullis Bros. fabrication for this largely brick building was not inventoried). The Pullis family business in St. Louis, Missouri, was two generations deep, starting out in 1839 as C. & T.R. Pullis making ornamental ironwork. In 1856, a third brother, John, joined Thomas and Christen in the business at which point they operated as Mississippi Iron Works. Thomas became sole owner of the company in 1873 and brought his sons into the business, changing the name to T.R. Pullis & Sons. In 1878, the elder Pullis died and the sons operated then as Pullis Bros. In 1895, Thomas, Jr., became the sole surviving brother and reorganized the company as Pullis Bros. Iron Company, which survived until 1938 (obit. of Thos. R. Pullis [Sr.],</p>		



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		 c. 1913 (Bailey, Past & Present of Winneshiek Co.)		accessed at www.findagrave.com on 7/20/2016; biographical essay on Thos. R. Pullis, Jr. in the <i>Encyclopedia of the History of St. Louis</i> (1899), accessed at http://books.google.com/book on 7/20/2016.		
90	F	<p>105 E. Water St. <i>Piggly Wiggly, The Men's Shop, Happy Joes Pizza</i></p>  (Mark Muggli photo) Courtesy of Erik Anundsen, Jim Iversen collection)	1938, c. 1955 or 1956 (2 nd story)	<p>Constructed in the Streamline Moderne style as a single story in 1938 by the Anundsen Publishing Co. (building permit), the building was expanded by the same owner with the addition of a 2nd story in 1955 or 56 (assessor). The two floors are easily distinguished by their materials and styling. The original portion is faced with yellow brick laid in stretcher-only courses. Three decorative courses of the bricks protrude slightly, rising above the single door on the east side to turn 90-degrees above the storefront and terminate at the west end wall. The storefront consists of a central entrance, originally recessed but now infilled to create a vestibule entry, flanked on either side by large display windows divided by thin muntins. The original display windows did not have these muntins. Other features of the original storefront appear to still be present but painted or covered over. These include the short bulkheads and header surrounding the windows and the wider panel between the windows and the brickwork above, all of which are Carrara marble if original (<i>Decorah Public Opinion</i>, 6/6/1949). The 1948 Sanborn indicates the single entrance (original door; not a replacement) on the east end leads into a "hallway" to the rear of the building, to an interior building block labeled "printing," no doubt part of Anundsen's printing operation (see 108 Washington St., Anundsen Publishing Co.).</p> <p>The 2nd story was added by the publishing house to use as a printing room (researcher interview with owner). It is faced with panels of yellow painted or</p>	V	C (under Criterion A as a building adapted more than 50 years ago by the same owner for commercial reasons)




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		 <p>Arrow points to the hallway to the interior block (1948 Sanborn)</p> <p>* * *</p>  <p>Detail view of two small frame falsefronts that were replaced by the Piggly Wiggly building in 1938 (from Susan Jacobsen collection)</p>  <p>Same shop as above, Identified as the Lee Bros. Tailor Shop (<i>Picturesque Decorah</i>, 1899). Note 107 (below) is not yet built next door to the left.</p>		<p>enameled material secured with metal(?) battens in an irregular grid work. Two small windows punctuate the second story. The second story has a brick endwall (a firewall?) along its west side. Construction of the 2nd story covered over the top row of original decorative protruding bricks.</p> <p>The 1938 Piggly Wiggly building was among the first of several commercial buildings constructed in the district marking a transition away from traditional 2-story, largely double storefronts of dark brick decorated by brick corbeling and/or stone details. The new "modern" architectural look was a single story, generally a double storefront on two lots, and faced with pale beige or yellow bricks. The building permit for the Piggly Wiggly store building lists the contractor as Lars Seim and the architect/engineer as Chas. Altfillisch, however the latter person signed many building permits at this time as the city's building official. Whether he actually designed the building would need additional research to verify.</p> <p>Following the Piggly Wiggly building, a new bowling alley at 511 W. Water was erected two years later, a double wide to enable the interior clearspan needed for a modern bowling lane. The bowling alley's façade is remarkably similar to Piggly Wiggly's: faced with yellow brick; a single door to the left as one faces the building with glazing filling the rest of the façade, and decorative brickwork rising from the single door with another band turning 90-degrees and running along the top of the windows to the opposite end wall.</p> <p>Ten years later, in 1950, two small older buildings in the 400 block of W. Water St. were refaced and joined to make one façade with yellow brick laid in stacked columns (408 W. Water); and, finally, in 1953 an empty lot and small older building were removed and a new double wide store building of similar size and yellow bricks (see 415 W. Water St.).</p> <p>The addition of the second floor to the Piggly Wiggly building using such disparate materials is</p>		



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				unfortunate, but, nonetheless, the building reflects the history of an expanding publishing business establishing in 1868 and still operating.		
91	F	<p>107 E. Water St. <i>Fruit, grocery, stat'ny (1902), conf'y & jewelry (1914), printing (1948),</i> Decorah Newspapers since 1953</p>  <p>(Mark Muggli photo)</p>  <p>(Tallgrass Historians LC)</p>	<p>1899-1902, btw (Picturesque Decorah, 1899; Sanborn)</p>	<p>Two story, dark red brick building with a modernized storefront. At sidewalk level, the building has been remodeled to reflect something more akin to office space rather than retail space; entrances are on the east end with minimal glazing, while a solid red brick wall extends from them to the west wall. The light-colored stone between the two stories is Bedford limestone (<i>Decorah Journal</i>, 5/17/1922); however, the brickwork and other features at the sidewalk level seem much newer.</p> <p>The more remarkable features of the building are seen on the 2nd story, where the façade is divided by its details into two asymmetrical parts that mix Queen Anne and Romanesque details. On the east are two pairs of windows with stone sills and a common, running header that extends to the far east endwall. Under the windows is a horizontal panel infilled with terra cotta tile or rough-face brick. Over the windows (which are replacements) are rounded arches of brick with the tympanums filled with decorative terra cotta tiles that include a central shields flanked by floral tiles. Above this are multiple courses of square terra cotta tiles and above those a course of tiles with a rolling, repetitive wave pattern, all topped off by a corbeled course and a clay tile cornice at the roofline.</p> <p>The west half (slightly less than half actually) is similar in composition with the following exceptions: The single wide window opening is filled with three windows, the central one of which is wider than the flanking ones; the single rounded arch over these windows is filled with larger designs of decorative terra cotta including a volute shield or medallion flanked by acanthus leaves. Over the rounded header are multiple rows of thin bricks (or terra cotta) above which is a course of terra cotta squares with a</p>	III	C


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		 <p>Partial view showing original storefront (Courtesy of Erik Anundsen, Jim Iversen collection)</p>		<p>sunflower pattern, and, finally, this section is slightly taller than the adjacent east section.</p> <p>The stonework between the two stories was installed by A.R. Coffeen, who afterward occupied the rear half of the 2nd floor (<i>Decorah Journal</i>, 5/17/1922). Coffeen had a number of significant remodeling projects in the district in the early 20th century.</p> <p>This 2-story building presents a curious façade to the street. Its decoration and window placement on the upper story suggests a traditional <i>three-part</i> front with the west part missing; however, historic photos indicate this part was never built. The historical record indicates the building had its present configuration from the beginning, suggesting B. Anundsen, the property owner, may have intended to add on the third part in the future. Even as late as 1927, that lot next door to the west was occupied by an older 1-story, free standing building (Sanborn).</p> <p>Brynild Anundsen, of the Anundsen Publishing Co. (est. 1868) bought this lot in 1888, the same year he bought the Decorah Public Opinion newspaper company according to a volunteer researcher (as well as Seegmiller at 57), however another local historian indicates that newspaper wasn't formed until 1895 and did not occupy this building until 1941 (Davis, 77). The address changes over the years for this lot and its neighbors may be the cause of the confusion. In any event, the Public Opinion and the Decorah Republican eventually merged and today are known as "Decorah Newspapers," still owned by the Anundsen Publishing Co.</p>		
92	F	<p>109 E. Water St. Lee Bros. Tailors, Olav Hamre shoe store, Stone Path Gifts</p>	<p>1901 (Seegmiller, 56)</p>	<p>Two-story, single width, red brick building. The storefront is modernized but maintains the traditional recessed central entrance flanked by large display windows sitting on short bulkheads. The signboard area over the store is clad with what appears to be enameled panel, while the endwalls and bulkheads are clad in another material that covers the brick endwalls. Overheard, the red bricks</p>	III	C



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		 <p>(Mark Muggli photo)</p>		<p>are laid in stretcher-only courses suggesting they are veneer bricks. Near the roof is decorative brickwork consisting of brick corbels and three panels inset with a yellow brick for contrast, giving it a slight Italianate styling. Three windows are located across the second story. They have brick sills and brick segmental-arch header with drops. The one-over-over window sashes are replacements.</p> <p>The history behind this building is unclear beyond its first use by Agrim A. and David Lee for their tailor business (Seegmiller, 56).</p>		
93	F	<p>111 E. Water St. <i>Ted Halverson Electrical Co., Brown Builders, Berg Cabinets</i></p>  <p>(Mark Muggli photo)</p>	1900, ca.	<p>Two-story, red brick building that bears similarities to its neighbor at 109 E. Water, except that it is a bit shorter and has an additional narrow bay that appears to hold the staircase to the 2nd floor. The storefront is modernized but has a traditional recessed central entrance flanked by large display windows. The signboard area of the storefront is clad with a solid red material. Second-story window headers are segmental arches with drops similar to its neighbor, also giving the building a slight Italianate styling. The roofline brickwork is simpler than its neighbor but also has three inset panels. The three 2nd story windows are one-over-one replacements. The additional staircase bay is faced with slightly darker and redder bricks and the window and is quite a bit smaller than the other three. The door and transom below this window are replacements.</p> <p>Like its neighbor at 109 E. Water, little is known about this building's history. Ted Halverson is credited with responsibility for constructing the building to house his electrical contracting and sales business (Seegmiller, 56).</p>	III	C
94	F	<p>113 E. Water St. <i>Agricultural implements (1894), Staskopf bakery, Decorah Business College (2nd floor) (1902- 1914), Valder Business College (1888-1921), Bensch & Brandt Furniture Co., The House of York</i></p>	1894-1902, btw (Sanborns)	<p>Two-story double-wide store building with a single storefront at the ground level. The store's entrance is centered and deeply recessed, with display windows and glass transoms filling the rest of the storefront. The display windows sit on a short brick bulkhead. This storefront dates to a 1931 remodel (building permit), which included the removal of the central staircase to the 2nd floor (Seegmiller, 53). Above the storefront, the wall is composed of dark kidney-red</p>	III	C


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		 <p>(Mark Muggli photo)</p> <p>1959 view of storefront (Decorah Newspapers, Progress Edition)</p>		<p>bricks, while sidewalls are common red brick. At the roofline, the ornate, galvanized metal cornice survives. Its design includes brackets, panels, and pyramidal finials that echo the division below of the façade into two major parts separated by a wider interstitial wall. Window placement on the 2nd floor is an integral part of this two-part division. Each half has three windows, the center one of which is narrow with a stone sill and a steeply peaked brick header. The two on either side of this narrow window are wider and have relaxed, slightly arched brick headers.</p> <p>Local historians have dated this building to 1874 because of a reference to the business college in an 1882 history book (Alexander, <i>History of Winneshiek & Allamakee Counties</i>). Sanborns however clearly show an empty lot as of 1885, a 1-story agricultural implement building in 1894, and then this large building in 1902. Also, its form and decorative details mildly fall into the Queen Anne category, a form at the height of its popularity in the late 1890s and the turn of the century.</p> <p>The second story first housed the Decorah Business College (see also 121 W. Water) and later the Valder Business College. The lower floor initially was divided into two stores, one filled with a bakery, the other with a furniture store (Hess & Bensch). The Valder school closed in 1922; four years later the furniture store (evolved into Bensch & Brandt, finally Burreson furniture) expanded into both ground floor stores and was responsible for converting the two into one large one (building permit).</p>		
95	F	117 E. Water St. (right side) <i>H&L Toys & Coins</i> , Letter Werks [sic] Sign company	1990	<p>This is a narrow, single modern store building with an offset recessed entrance. Smaller fixed windows fill the space above a tall limestone veneered bulkhead. Limestone or stone veneer also forms the two endwalls. At the roofline, a solid material with signage extends across to a similarly sized and decorated storefront at 119 E. Water St.</p> <p>A photo in an ad in the 1967 <i>Atlas of Winneshiek County, Iowa</i> reveals that this building replaced a</p>	VI	NC (modern)




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		 <p>(Mark Muggli photo)</p>		<p>small frame falsefront, surely a rare survivor of the first generation buildings on this block (volunteer research).</p>		
96	F	<p>119 E. Water St. (left side) Norwegian Mutual Ins. Assoc.</p>  <p>(Mark Muggli photo)</p>  <p>Former building on this lot (<i>Visions of the Past</i>, 1998)</p>	1978	<p>Single-story, narrow store building with an offset recessed entrance and ribbon windows filling the rest of the space between two limestone endwalls. The signboard area is shared with its neighbor next door at 117 E. Water, extending the full combined width of both storefronts.</p> <p>Prior to this building's construction, the lot was filled a 2-story frame falsefront used as a cobbler's shop (1894, 1902), and a confectionary shop (1914) (later Sanborns are not specific as to use).</p>	VI	NC (modern)
97	F	<p>121 E. Water St. <i>Saloon, Slack's Decorah Business College (2nd floor), grocery stores serially operated by Gustave N. Kjome, Geo. P. Ode, O.J. Ness, Wilfred "Uz" and Mildred Hennings, Norton Kjome Hardware, apartments on 2nd floor, Corner Bar</i></p>	<p>1885, by (Sanborn)</p> <p>1864 (Eliz. Lorentzen "earliest records of ownership" but whether reference to building or lot not is specified)</p>	<p>Formerly a full 2-story building of brick with a long west side wall of rubble stone, it has now been reduced to just 1-story behind the front three-bay block. The foundation along the east wall is also of limestone, but walls here are brick. Other than that stone wall, the brick walls now are clad in a modern stucco or EIFS material. Italianate details remain in the form of a bracketed cornice with raised central pediment, a window hood over the façade's double window and the oriel at the front corner.</p>	V	NC (integrity)





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		 <p>(Tallgrass Historians LC)</p>  <p>West side stone wall (Google.com on 10/19/16)</p>  <p>(Tallgrass Historians LC)</p>  <p>1903 view (Decorah Newspapers collection)</p>	<p>1874, c. (volunteer researcher)</p> <p>1898 (Davis, 79)</p>	<p>This building has numerous changes to its historic fabric, the cumulative effect of which is to destroy its historic integrity. Those changes, including the stucco/EIFS siding include: on the façade, the storefront has reduced windows and has lost its limestone piers at ground level; the 2nd story façade has a window removed and a second one dramatically reduced in size and replaced; the oriel is intact except has much reduced replacement windows. A new wide signboard area has been installed between the two stories and wraps around to the long side street elevation. At the side elevation is the most dramatic and recognizable change, the removal of most of the second story except the front block. This long side, along State St., was made to correct a structural fault. Before the change, one local historian (Davis, 79) said in 1996: "To observers standing on the northeast corner of the intersection the building may appear to be tilting towards the pavement." Apparently it really was tilting, as two years later other local historians (Seegmiller, 4) stated "In 1997 the building underwent extensive repair when it was discovered the east wall was in danger of tumbling into the street." Additional changes on this long east side include: replacement of a 2nd story door and balcony with a small window, new or clad headers, window size changes, and removal of the brick corbeled cornice at the roofline.</p> <p>Earliest home of the Decorah Business College begun in 1874 (E. Lorentzen streetscape signs; see also 113 E. Water), the building appears on the 1885 Sanborn as a marble works; on the 1894 Sanborn as a saloon; and a grocery as of 1902 (Sanborn). A long series of unrelated grocery operators followed, and then in the early 1960s the building housed a hardware store.</p>		



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98	G	<p>202 E. Water St. Decorah Bank & Trust Co.</p>  <p>(DB&T Co. photo)</p>  <p>Rear elevation (left) and State St. side (Google.com on 10/21/2016)</p>	<p>2004 (assessor) 2005 (date block)</p>	<p>This is modern 2-story bank building, designed by architect Bob Jamieson (volunteer researcher). It is faced with brown brick and trimmed with limestone headers and limestone foundation panels. The entrance is on the corner, at the intersection of E. Water and State streets. It is recessed under a 2-story canopy (the corner is cut away) supported by a brick pier. Bricks also protrude slightly forward of the walls to form a kind of frame around the cutaway, which has a roof that projects higher than the roof and suggests a stepped gable. Windows are dark glass, with the 2nd story sashes divided into faux muntins (4 over 4). The 1st level windows also have these muntins but they divide the top of the dark glass, fixed windows into smaller "panes."</p> <p>According to a local historian, as late as 1996, there were at least two buildings, both bars, occupying this spot, "Cowboy's" and "Celebration Bar," (Davis, 80-81). Addresses have changed frequently for these nonextant buildings (and at least two more neighbors once on the site) causing some confusion. Because these buildings are nonextant, there was no attempt to unravel the confusion.</p> <p>The new bank building fits very well into the commercial district with its size, scale, and details. The volunteer researcher was told that the bank already needs more space and plans to expand to the east. To this end, the bank has purchased the 1-story building at 218 E. Water with plans to rehabilitate it.</p>	VI	NC (modern)





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99	G	<p>218 E. Water St. Lifetime Financial Solutions, Thrivent, V&V Insurance Agency</p>  <p>(Mark Muggli photo)</p>  <p>Ca. 1915 view of the original building, ½ of current building (Vesterheim Collection)</p>  <p>Ca. 1915 view of the adjacent building (nonextant) (Vesterheim)</p>	<p>1902-1914, btwn (west half)</p> <p>1927, by (east half)</p>	<p>Single-story, double store front, faced with red brick and limestone panels. The central entrance is framed in stone, recessed, and leads to two tenant office spaces inside. Windows are plate glass and set close together to form ribbon windows. Over the windows is a flat canopy; the canopy over the central entrance is higher.</p> <p>An earlier photo of the building (still a part of the county assessor's entry for the building) shows an offset entrance (to the west), and different windows. Today, the building has poor integrity as recently modernized.</p> <p>Local histories and photo collections indicate the west half was once a garage (built btw 1902 and 1914, Sanborns; see photo to left), then a plumbing and heating business (Davis, 81, volunteer researcher). A comparison of the assessor photo referenced above, the 1914 Sanborn, and a historic photo in the Vesterheim Collection shows that the garage still exists though much altered. The east half of the current building appears be an addition built by 1927 by the garage business (Sanborn). It replaced the small "Lincoln Cigar Factory" seen in the photo at left.</p> <p>The modern bank next door at 202 E. Water now owns the building and plans an expansion into the space.</p>	V	NC (integrity)
100	G	<p>220 E. Water St. Ed Bean's Feed, Oneota River Cycles (bikes)</p> 	1885, by	<p>Two-story, brick building with an altered storefront and replacement 2nd-story windows. The storefront has newer brick facing; an offset, recessed entrance; and large display windows. Overhead, the brick is red but painted and the paint is now flaking off. Prominent brick segmental window headers with keystones and large header drops survive, as do stone sills. Remarkably, the ornate pressed-metal cornice with finials over each endwall survive. Details render this building in the Italianate style.</p>	III	C





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		<p>(Tallgrass Historians LC)</p>  <p>Ca. 1915 view (Vesterheim)</p>		<p>This building and its neighbor to the east (222) were both built by 1885 (Sanborns), probably at the same time, and share a staircase to the 2nd floor. Half of the doorway is located within each building.</p> <p>Sanborns show 220 was a feed store in 1885, a dwelling in 1894 and 1902, a bakery in 1914, and simply labeled "store" in 1927 and 1948.</p>  <p><i>detail of pressed metal cornice</i></p>		
101	G	<p>222 E. Water St. <i>Ed Bean's Grocery,</i> Discover Happy, Brock's Tattoo</p>  <p>(Tallgrass Historians LC)</p>  <p>Ca. 1915 view (Vesterheim Collection)</p>	1885, by	<p>Two-story, brick building with an altered storefront and replacement 2nd-story windows. The storefront has a central entrance flanked by two large display windows surrounded by wood (?) infill. Prominent brick segmental-arch window headers are similar to its neighbor to the west (220) but lack the keystone. They have the same prominent drops and stone sills. Overhead at the roof, there are decorative brick brackets and dentils. The building is mildly Italianate in style.</p> <p>This building and its neighbor to the west were both built by 1885 (Sanborns), probably at the same time, and share a staircase to the 2nd floor. Half of the doorway is located within each building.</p> <p>Sanborns show 222 was a grocery store in 1885, sold cigars in 1894, a grocery again in 1902 and 1914, a cigar factory in 1927, and simply labeled "store" in 1948.</p>	III	C





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				 <i>detail of roofline brick work</i>		
102	G	226 E. Water St. Mower Power/Stihl  (Mark Muggli photo)	2003	Modern, single story, metal building with a gable front; central entrance flanked by casement windows.	VI	NC (modern)
103	G	228 E. Water St. Lamm family house, the Hairitage hair salon,  (Tallgrass Historians LC)  1888 or before (Winneshiek Co. Hist. Society)	1873, ca.	Two-story altered Italianate-style house; of brick construction (Lorentzen, sidewalk signage), but now covered with modern stucco. Windows are replacements with 1x1 sashes on the second floor and single, fixed panes in the ground level. The porch on the side of the house is original (historic photo). Behind the porch is a multi-sided bay window. Headers are missing or covered by stucco; sills are likewise clad. The soffits at the roofline are replacement vinyl or metal. The building has been modernized and stripped of details. Modern surfaces now cover virtually the entire house except wood trim at a few places. These changes severely and negatively affect the integrity of the house, which is now used for commercial purposes. Local historians believe this house was constructed by Joseph Lamm (wife was Anna) immediately after he acquired the lot in 1873 (Seegmiller, 11). By 1880 federal census records indicate the Lamm family lived in West Decorah, some distance from this house. Nonetheless, the house remained in the Lamm family for decades (Davis, 82).	V	NC (integrity)





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104	G	<p>300 E. Water St. <i>Chicago, Milwaukee & St. Paul passenger depot & baggage building, Allis Chalmers dealership, Reagan & Numendahl Chiropractic office</i></p>  <p>(Mark Muggli photo)</p>  <p>Undated view (sidewalk kiosk credits Decorah Genealogical Society)</p>  <p>(Flickr.com on 1/22/2016)</p>  <p>Pre-restoration, c. 1975 view (James Beranek photo)</p>	<p>1888 Depot</p> <p>1913 Freight house</p>	<p>This wood-frame depot and associated baggage building were executed in a strong Queen Anne style, resulting in an ornate building befitting Decorah's standing as a growing county seat, college town, and a major entrepôt of northeast Iowa. The prominence of horizontal and vertical trim boards also suggests an Eastlake Stick influence.</p> <p>Both buildings have a rectangular footprint and are aligned with the former line of the Milwaukee Road along the east side (tracks nonextant). The foundation area is flared out and clad with fish scale shingles. Above the shingles is wood siding and above that more fish scale shingles to the eaves, which are extended well out from the building and supported by prominent knee brackets. The roof is a Jerkinhead with the gable peaks on both ends truncated by a shed roof dormer supported by carved brackets. The peak of the roof is clad in fish scale shingles also.</p> <p>On the west, non-track side is a large (11'x17') bump-out room projecting from the main wall; it was first used as the baggage room but with the construction of the separate building the room was converted to restrooms (State Historical Society of Iowa inventory form/incomplete NRHP nomination pages for the "Milwaukee Road"). On the opposite east side is the agent's or dispatcher's bay, which terminates above the roofline in an angular tower topped by a tall finial.</p> <p>Windows are a combination of original and replacements and include fixed panels, double hung sashes and a large Queen Anne window on the south end that has decorative rectilinear muntins. The glass appears to be clear rather than multi-colored.</p> <p>The baggage building, which was added in 1913 and is now attached by a segue to the depot, is finished in the same style albeit simplified. Its roof is hipped with broad overhanging eaves and prominent cross gables. Windows appear original with divided-light upper sashes over a single-light lower sash. Wooden</p>	IV	C (has potential individual eligibility under Criterion C also)




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		 <p>1985 view by Nick L. Pitsch (State Historical Society of Iowa [IC] collection)</p>		<p>freight doors are located toward the south end of the building and in the cross gables.</p> <p>A brick platform running along the trackside is extant though a historic photo from around 1900 shows a wide wood-plank platform (published in the <i>Decorah Journal</i>, 2/1/1996; but this photo is widely available through multiple sources).</p> <p>The building was last used by the railroad in the "late 1930s" (SHSi inventory/incomplete NRHP nomination) and then used by the local Allis-Chalmers dealership, then a dry-cleaning business (volunteer researcher). In 1975 it was rehabilitated by A.B. Ludeking, a local chiropractor, and remodeled to use as an office. It has been a chiropractor's office ever since. Original plans for the depot are in the Winneshiek County Historical Society collection.</p>		
105	G	<p>201 E. Water St. <i>Ode's Skelly Service,</i> <i>Viking I Stop – Texaco,</i> Don Jose Mexican Restaurant</p>  <p>(Google.com on 10/24/2016)</p>  <p>(1961 newspaper clipping obtained by volunteer researcher, "Luther Coll. Centennial Edition")</p>	1961	<p>Single-story former gas station clad in EIFS (Assessor). Windows and solid walls enclose the original three bays on the east side, while smaller fixed "picture" windows replaced the tall display windows that filled the store/office corner of the gas station. The drive-under canopy is absent as are the gas pumps. The roofline has been elevated across the façade a new entrance and vestibule has been added.</p> <p>Except for its location, at a corner with parking and street entries from both sides, this building's former gas station identity is unrecognizable. It has no integrity.</p> <p>This corner location has hosted a gas station since 1922 (Davis, 80). Prior businesses that occupied this corner according to Sanborns included a small millinery shop (1885); a second millinery shop in a new 2-story building with what looks like a corner oriel (1894, 1902), the same building sat on the corner in 1914 but a bay window added to side street elevation and it was vacant. By 1927 significant changes had occurred to this corner location. While</p>	V	NC (integrity)

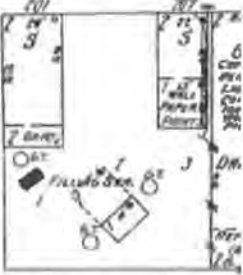


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		 <p>See historic photos below (1927 Sanborn)</p>  <p>1920s view of Monte Oil Station (Nonextant, Seegmiller, 21)</p>		<p>the building still stood and the empty lot next to it was still empty, the next building in the line (205) had been replaced by a larger but shorter building, leaving open more space for a new "filling station" tucked into the rear corner of the 201 and 205 buildings. ("Monte Oil Station," constr. 1922; Davis, 80). Additionally, a large new double-width "garage" was constructed farther down the street to the east (Haugen Bldg., constr. 1916; <i>ibid.</i>) By 1948, this corner of E. Water and State Sts. was completely rebuilt with all three buildings seen in the 1927 Sanborn detail at left replaced by a new filling station in the empty lot between the two buildings shown at left.</p>  <p>Enlarged view of Monte Oil Co. thumbnail photo at left. Note the signage on both adjacent buildings advertising the filling station and the drive entry lamps, necessary because of the deep setback of the station itself.</p>		
106	G	<p>207 E. Water St. <i>Haugen Bldg. (name block), garage and dance</i></p>	1916	<p>This is a 2-story brick (over tile?), 20th Century Commercial, double-wide building constructed for Gus E. Haugen, ergo the masonry name plate near the façade roof. The façade at street level has a</p>	V	C

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		<p>hall, Nordic Chiropractic and Vacant</p>  <p>(Tallgrass Historians LC)</p>		<p>deeply recessed central entrance housing two doors, one each for the two stores within. The two large storefronts flank this central entrance and probably reflect the large windows formerly needed for displaying autos, or openings for large garage doors (or both). The storefront on the west is infilled with three tall narrow single-pane windows and a beige solid material. The one on the east is similar but it also has an entry door to the stairs leading upstairs. The building is situated on a slope so the bulkhead- foundation under each storefront gets wider from west to east, ultimately requiring two steps to reach the 2nd-floor staircase door.</p> <p>Brickwork on the façade is all laid in stretcher courses except for some solidier courses, which form beltcourses above the storefronts, above and below the 2nd-story windows, and at the roofline. Headers that slightly protrude from the surface are used over the 2nd story to form square or rectangular "frames" for small masonry panels centered in each. The middle one is larger and holds the masonry "HAUGEN" nameplate. Windows on the 2nd floor have no visible header (denoting structural steel behind the brick) but masonry sills. The openings have been reduced with the same infill material as the sidewalk level. Windows are a combination of single-pane fixed sashes and double-hung sashes, all replacements.</p> <p>Built by A.R. Coffeen, whose letterhead at the time said he was "General Contractor and Structural Engineer;" initially served as an auto dealership with a "dance hall" on the upper floor (Sanborn, 1927). The auto dealership remained in the Haugen family until it closed in 1983. The upper floor was used at different times as a roller skating rink, a Moose Lodge, and a cosmetology school (Davis, 81).</p>		
107	G	<p>213 E. Water St. stable, East End Livery, Rovang tire shop, Decorah Vulcanizing Works, Shear Wonders (hair salon)</p>	<p>1894-1902, btwn (Sanborns)</p>	<p>This is a single-story, wood-frame falsefront building with a gabled roof behind the raised façade. It sits on a rubble limestone foundation (visible from rear elevation). Its roof material is standing seam metal panels. The façade is not the original but was replaced sometime shortly after 1953 with a</p>	V	<p>NC (Integrity)</p> <p>Building should be reevaluated if</p>





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		 <p>(Tallgrass Historians LC)</p>  <p>c. 1919 view of Rovang & his first partner, Willie Branhagen, in front of their tire store (Seegmiller, 19)</p>  <p>1920s view of the west side clapboard wall with painted signage. Upper sign says "...Paint" and lower one says "...Gasoline Drive In" (Seegmiller, 21)</p>		<p>diagonally placed wood boards on the extended falsefront and yellow Roman brick on the storefront (yellow brick is also found on other buildings farther west that were built or remodeled in the 1950s). Windows include a wide ribbon window of three fixed pane lights divided by robust muntins. The entrance is offset to the west side.</p> <p>Local historians reference a 1911 photo that shows this building as the "East End Livery" (Seegmiller, 26; photo not found). This is consistent with its labeling as a stable on the 1902 Sanborn, the first time the building appears on any map. In 1914 it is labeled a livery. Several years later the building was converted to a tire shop. By 1927 it had both the 2-story garage on one side and an auto repair building on the other, reflecting the shift away from horses to horse power and motor vehicles.</p>  <p><i>Detail of c. 1919 view. Note the pressed-metal brick shaped cladding on the front, a fire prevention measure. The city had prohibited new wood-frame buildings in the downtown area in 1891 (volunteer research notes). However, the ordinance did permit "iron and stone and mortar" buildings. Cladding buildings with pressed-metal sheeting with a brick pattern was a common fire-retardant method for commercial building at this time and was, apparently, used by the builder of 213 E. Water to comply with the 1891 ordinance. Its clapboard siding on side elevations may have been permitted because the building was free-standing.</i></p>		<p>the façade is ever returned to a more historically appropriate appearance.</p> <p>The footprint, falsefront shape, and gabled roof are good reminders of its past appearance.</p>




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108	G	<p>215 E. Water St. <i>blacksmith, Model Cleaners, Mane Event Hair Styling</i></p>  <p>(Tallgrass Historians LC)</p>  <p>1959 detail of a portion of the storefront above and behind the cleaner's panel truck (newspaper clipping found by volunteer research)</p>	<p>1885, by (Sanborns)</p> <p>1900 w/ 1950 rear addition (assessor)</p>	<p>According to the assessor and confirmed in the field, this modest single-story building is brick with a limestone foundation. The west side wall is still detached and reveals the old bricks with remnants of ghost signage. The roof is gabled. An earlier façade of checkerboard glazed tiles (see photo below left) is now covered with modern ashlar limestone applied in 1982 (prior owner to volunteer researcher). Windows consist of two dark glass fixed lights. The door, with similar glazing, is offset to the west. A flat-roofed concrete addition extended the building toward the rear alley in 1950. The historic façade, in any iteration, is completely hidden behind modern materials, leaving this building with no integrity.</p>	V	NC (Integrity)
109	G	<p>217 E. Water St. <i>shoe repair (east side), Kendrick grocery (west side), The Salon</i></p>  <p>(Tallgrass Historians LC)</p>	1904	<p>This two-story solid brick store building with a limestone foundation was constructed in 1904 according to the façade's date block centrally located near the roof. The storefront originally was divided into two store spaces but has been a single front since before 1954. A single header spans the façade above the storefront windows, which are tall and fixed, and divided by thick muntins. The recessed entrance is toward the west side wall and surrounded by glazing. The neighboring building to the west has veneered limestone that covers over the west wall of this building. On the 2nd story there are four windows more or less evenly spaced across the façade. They have masonry sills and segmental-arch brick headers without drops. The windows could be original 1x1</p>	III	C


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		 <p>The clipped east side of the building is apparent in this aerial view. (Winneshiek Co. assessor website on 10/26/2016)</p>		<p>sashes but the rails and stiles are thin enough to be replacements.</p> <p>The east side of the building is truncated to accommodate the angled path of the Milwaukee railroad (nonextant), which itself followed the course of Dry Run creek.</p> <p>Prior to 1902 there appears to have been a single building (1-story) divided into two unequal parts with the west side labeled dwelling and the smaller east side "vacant." Beyond this building was a tiny triangular "s" or store. This little store was either maintained or rebuilt along with the construction of the brick building in 1904 as it appears on Sanborns through 1948, the date of the last map. The Kendrick grocery occupied the brick building until 1953 (Seegmiller, 25) and thereafter a series of businesses including a liquor store after the state-owned liquor stores closed in 1987.</p>		



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110	C	<p>301 W. Day Spring Ln. <i>Decorah Woolen Mill, Decorah Glove & Mitten Co., Baker Woolen Mill, Meritol Bldg., Decorah Tire Service</i></p>  <p>(Mark Muggli photos)</p> <p>(Seegmiller from 1875 A.T. Andreas)</p>	<p>1867 (Alexander, 285)</p> <p>with a 1920 addition</p>	<p>This building is listed in the National Register of Historic Places. The building "consists of a 38 by 60-foot segment dating from no later than 1867 and a 30 by 46-foot addition dating from 1920...both segments contain three stories and the 1920 segment has a full basement." The 1867 segment is of solid common red brick with a limestone foundation (a 4th floor was torn off by a tornado in 1908). The 1920 segment has hollow tile walls faced with brick and a concrete foundation.</p> <p>Windows are a mix of the original, 1867 six-over-six double-hung sashes and new one-over-one sashes.</p> <p>Integrity has not declined since 2001 when David C. Anderson wrote the nomination.</p> <p>The building served as a woolen mill and various other businesses after that.</p>	II	C (NRHP)
111	H	<p>115 Washington St. <i>Security Bank & Trust Co., Decorah Bank, Decorah Covenant Church</i></p>  <p>(Mark Muggli photo)</p>	<p>1960 (Davis, 88)</p> <p>1965 (assessor)</p> <p>Modern additions</p>	<p>Single-story former bank with a modern drive-up canopy (1976-77; Davis, 88). Walls are clad with a pinkish brick to just under the roofline where there are colored bands, some of which may be an EIFS-type material. Windows are large, fixed, and have dark glass. Prominent green canopies or awnings cover them.</p> <p>Davis (at 88) says the building was enlarged in 1969, 1972, and 1976-77 when the drive-up facilities were added. Additional changes over the years include removal of the mansard roof seen in the historic photo below left. Integrity of the building has been significantly diminished by the roofline changes and</p>	V	NC (Integrity)





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		 (Jim Iversen collection)		various expansion projects.		
112	H	<p>108 Washington St. <i>Farm Implements (Henry Paine's?), Decorah Posten Ved Arnen, Anundsen Publishing Co.</i></p>  (Mark Muggli photo)	1885, before 1957 façade remodel	<p>Two-story solid brick office and light-industrial building constructed sometime prior to 1885 (Sanborn) at which time it was used as a farm implement dealer/manufacturer. The location is a block and a half down the alley from the railroad tracks to the east making transport of supplies and finished products easy. The façade (43' wide) is narrower by far than the long alley side (98' wide). Aged brick additions to the rear ultimately wrapped around to the north to make an L-shaped building. The final addition was added by 1927.</p> <p>The façade is altered with a new Midcentury Modern front at street level and a stucco surface on the 2nd-floor. Both changes were made in 1957 (Erik Anundsen to Jim Iversen, multiple conversations, 2016). The ground floor is clad in smooth limestone squares. Its main entrance is located near the side alley. It has a single large window and a pass door, both covered by a flat canopy. A second pass door is found at the opposite, north end of the front and likely leads to the 2nd floor. Overhead, the original fenestration exists, consisting of four windows (replacements) with segmental arched hoods and keystones (now clad with stucco), located between projecting brick pilasters (also clad in stucco). The prominent cornice that once decorated the façade roofline is gone.</p> <p>The long red-brick side elevation is prominent to the point of being a public elevation because of its exposure along the alley and the low-rise building just across the alley from it that enables a largely unobstructed view of the building from the south. Ground floor fenestration includes multiple tall windows (covered with wood), two wider loading doors</p>	V	C (integrity of narrow façade is diminished by alterations but larger percentage of building has better integrity; very important history to the community, the state, and region)
		 (Tallgrass Historians LC)				
		 (Google.com on 10/31/16)				




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		 <p>Alley & rear elevation (google.com on 10/31/2016)</p>  <p>c. 1904 view (Jim Iversen Collection)</p>  <p>Detail of nonextant cornice (Jim Iversen collection)</p>		<p>opening onto concrete platforms, and a pass door. The 2nd story has regularly placed tall windows (some covered by wood) with, similar to the ground floor, segmental arched headers and stone sills. This pattern of windows is also found around the corner on the east rear wall. A tall brick smokestack projects well above the rear wall.</p> <p>The north end of the east wall adjoins a formerly separate building that fronts Water St. (105 E. Water St.; c. 1938 Piggly Wiggly building).</p> <p>While nothing is known of who built this building or the farm implement business that occupied it in 1885, in 1887 Brynild Anundsen bought it and moved his Norwegian-language newspaper, the Decorah Posten, into it. The Anundsen family owns and operates a printing and publishing company in the building still. Brynild Anundsen arrived from Norway in 1864, first locating in La Crosse, Wisconsin, where he founded his first publishing effort, the <i>Ved Arnen</i> ("By the Fireplace") in 1866. Two years later he moved to Decorah where the first effort failed in 1870. "In 1874, however, he began publication of the most successful of all Norwegian American newspapers, <i>Decorah-Posten</i>, which appeared weekly or biweekly...until it ceased publication in 1972" (Øverland, 2012). At its peak, the newspaper had a circulation of 45,000 subscribers, largely in the Midwest and West (ibid.) Brynild revived the <i>Ved Arnen</i> in Decorah, through which he published stories and books in serial format (ibid.).</p>		




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113	H	<p>110 Washington St. Crave Dance & Yoga Room</p> 	1988	<p>Built on the site of a large livery and, later a grocery store, this modern building is double wide and a single story. It has a central entrance door for the 3 businesses inside. Walls are faced with a red brick and there is a bit of decorative limestone quoining on the north or alley side end wall.</p>	VI	NC (modern)
114	H	<p>116-118-120 Washington St. <i>Valder Business College & Normal School, Day Spring Spa, The Perfect Edge, LaRana</i></p>  <p>(color images are by Mark Muggli)</p>	1885, before	<p>This is a relatively historically-intact 2-story, painted brick corner building with three store bays such. Its Italianate façade is divided into the three bays by brick pilasters on the 2nd story over limestone piers on the 1st. Between these structural divisions, the plane of the wall is slightly recessed. The three ground floor storefronts are completely modernized but harmonize with the character of the building generally. The northernmost (116) has a central entrance flanked by large display windows with a glazed transom overhead. The middle one (118) has two doors positioned to either side of a large central window divided by thin muntins; modern brick muntins separate the windows from the two doors. Glazed transoms are over each part of the storefront. The door to the south opens into the coffee shop within; the other to the stairs to the 2nd floor. The southernmost storefront (120) has an offset entrance flanked by display windows with a second door on the north end of the storefront. Overhead,</p>	III	C






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		 (Jim Iversen collection) 116:  118:  120: 		<p>each 2nd story bay has three regularly space 1-over-1 windows (replacements). The roofline still carries its decorative pressed-metal cornice, though the central pediment and finials are gone.</p> <p>The building appears on the 1885 Sanborn and its footprint is virtually unchanged today. The interior wall between the center (118) and north (116) interior bays is a frame partition wall, but the wall between the center and south bay (120) is solid or load-bearing. 116 and 118, in 1885, were occupied by a second-hand store, while 120 was a grocery store. In 1894, 116 and 120 were vacant but 118 was a furniture store. By 1902, 116 was a plumber's shop, 118 a pool room, and 120 was a second-hand store. Upstairs held an unnamed business college in all three bays (Valder Business College until 1922 when the operator died, volunteer research). In 1914, the business college was gone; 116 had a restaurant in it, 118 held "wind mill pumps", and 120 was a grocery and feed store. The 1927 Sanborns show a windmill manufacturer occupying the whole building, up and down, while the 1948 maps showed 116 had a restaurant in it and the other two were only labeled "s" for store.</p> 		



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115	H	<p>111 Winnebago St. <i>Post Office & Decorah Republican newspaper, Gust Winger grocery, C. W. Burdick Bldg., Decorah Gas Co., Rudd Bldg., Decorah Area Chamber of Commerce, Positive Images photo studio, vacant</i></p>  <p>(Mark Muggli photo)</p>	<p>1881 <i>Alexander (1882), 282</i></p>	<p>This is a 2-story brick building with a stone 1st story and foundation. All surfaces that are not glazed or doorways were stuccoed in 1981. The main entrance was in a canted corner on the alley side of the building but was moved around the corner to fill a former display window. Windows on the ground level are now tall, narrow and fixed. The 2nd story window openings have been considerably shortened (interior photos by volunteer research still reveals their original height) and the ornate bracketed cornice is gone.</p> <p>Built specifically to house the post office according to Alexander (at 282). Citizens Savings Bank may have been in this building at some point in the 19th century, but Sanborns do not confirm this.</p>  <p>Circa 1909 view (1949 Decorah Public Opinion, volunteer research)</p>	V	NC (integrity)



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116	H	<p>113 Winnebago St. <i>bank (1885 Sanborn), Burgdorf's Gold & Silversmithing, vacant</i></p>  <p>(Mark Muggli photo)</p>  <p>Circa 1909 view (1949 <i>Public Opinion</i>, volunteer research)</p>	1885, before	<p>Two-story red-brick building relatively intact except for the missing cornice and replacement window sashes. The ground level storefront might not be original but it does appear to date to the early 20th century. The centered entrance is recessed and flanked by large display windows held in place by thin muntins. Above these windows, the wide transom still has prism glass. Then above that is a stone beltcourse. The 2nd story has two tall windows with a running, rounded brick header over each. Brick corbelling and a brick beltcourse terminate the building's façade at the roofline. Details are both Italianate and Romanesque.</p> <p>Sanborns list this building as a bank in 1885 and 1894 (C.W. Burdick, a banker and real estate agent, and Citizens Savings Bank both had an interest in the building at times in the 1880s according to land transfer books). The 1902 Sanborn designation is hard to read but may be "exch" for telephone exchange (also suggested by Alexander at 282). In 1914, part of the building was used as a "shining parlor" and the following Sanborns (1927, 1948) just have the standard "S" to signify a store.</p>	III	C




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117	H	<p>115 Winnebago St. <i>Cigar store, Wheatman Cleaners, South half Rowley Building (on right below)</i></p>  <p>(Mark Muggli photo)</p>  <p>Partial view on right (detail from assessor photo)</p>	1885, before	<p>Two-story red-brick building with a new façade, including the brick. The façade was renovated, along with its neighbor next door to the north (117) to appear uniform and a single building, more or less. What is not new brickwork is clad with an EIFS type material. A narrow balcony on the 2nd floor spans the party wall and is another attempt to make the buildings look like one. While the update is attractive in a modern sense, the wholesale changes to the façade have left this building without historic integrity.</p> <p>Sanborns show this building on the 1885 map as a cigar store; on the 1894 it's a confectionary shop; [illegible label, 1902]; and piano storage in 1914.</p>  <p>Circa 1909 view (1949 <i>Public Opinion</i>, volunteer research)</p>	V	NC (integrity)




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118	H	<p>117 Winnebago St. <i>R.F.B. Portman Bldg., Portman Office Bldg., Wheatman Cleaners, North half Rowley Building (at left below)</i></p>  <p>(Mark Muggli photo)</p>  <p>View shows what appears to be a mid-20th century facade (assessor photo)</p>	1885, before	<p>Two-story red-brick building with a new façade, including the brick. The façade was renovated, along with its neighbor next door to the south (115) to appear uniform and a single building, more or less. What is not new brickwork is clad with an EIFS type material. A narrow balcony on the 2nd floor spans the party wall and is another attempt to make the buildings look like one. While the update is attractive in a modern sense, the wholesale changes to the façade have left this building without historic integrity.</p> <p>The building does appear to be present on the 1885 Sanborn as an "office." It was built for the law office of F.B. Portman and still contains a vault or safe inside with this name on it.</p>  <p>Circa 1909 view (1949 <i>Public Opinion</i>, volunteer research)</p>	V	NC (integrity)




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119	H	<p>110 Winnebago St. <i>Dickerman & Matteson bank, Marsh Bldg., Marsh's House of Muscic, Interstate Power Company, Coast-to-Coast, Decorah Bicycles, Story People</i></p>  <p>(Tallgrass Historians LC)</p>  <p>(Decorah Republican, 11/2/1911)</p>	<p>1866, ca. (Decorah Republican, 2/1/1866)</p> <p>1885, before (Sanborn)</p> <p>1888 (Davis, 84)</p>	<p>One of several 3-story, red brick buildings in the commercial district. One corner of the façade is rounded on all three stories. The ground floor is modernized with an offset entrance and display windows elsewhere. A wide signboard area above the storefront is clad with a solid, painted material. Windows on the 2nd and 3rd story above are tall, have brick sills, rounded brick headers and most are filled with double windows surrounded by a solid infill material. The windows on the curved corner and the opposite end wall (attached to its neighbor) have but a single, slightly smaller window. While most of the 1x1 sashes are likely newer, at least one 3rd story window has an older 2x2 window that may be original. Missing now are the window headers and the rooftop cornice seen in the historic photo to the left. These may have been pressed-metal details. The building suffered a fire in 1885 so some of the alterations may date to that (volunteer researcher's clipping, local newspaper 12/3/1885). Inside, a bank vault remains, the door frame of which is decorated with exaggerated details reminiscent of Greek Revival details (triglyph drops, guttae bands, half-balls).</p> <p>S.W. Matteson operated a "broker and loan office" in the building, as did C.E. Dickerman (Alexander, 282). Once B.O. Marsh, seller of sheet music and instruments, occupied the building, he used the ground floor as retail space with piano storage above (Seegmiller, 203).</p>  <p>Undated view, tallest far left building (State Historical Society of Iowa-Iowa City, Cities-Decorah, "side streets" folder)</p>	II	C (integrity is diminished by the loss of façade details, however the large size, scale, and prominent alley side wall leave the building capable of contributing to the district)



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120	H	<p>112 Winnebago St. <i>[Richard] Schrubbe Bldg. (name block), Schrubbe Book Store, Knowlton & Dack gift shop, Lang's Jewelry & Sporting Goods, Radio Shack, Sims TV & Electronics</i></p>  <p>(Mark Muggli photo)</p>  <p>(Adrienne Coffeen collection)</p>	1915 (date block)	<p>This 2-story, 20th Century Commercial, building has dark brown bricks with light-colored stone or concrete. The masonry trim includes the roofline coping, name block over the 2nd floor windows, belt course under these windows, and trimwork on either side of the prism glass transom (now covered by a large sign). The historic storefront is intact, with a recessed central entrance flanked by large display windows held by thin metal mullions and sitting on the original bulkheads. Except for the replacement window sashes on the upper story the building is nearly pristinely intact.</p> <p>A.R. Coffeen was the designer and contractor for the building and later occupied the front three offices on the 2nd story (<i>Decorah Journal</i>, 8/18/1915). Adrienne Coffeen writes "Schrubbe Building built in 1915. Richard and wife Bertina Schrubbe built a new building for their bookstore, which also sold stationery, postcards, school supplies, wallpaper, and gifts."</p> <p>The Schrubbes bought out James Leonard's bookstore and replaced a two-story wooden building with this brick store. Schrubbe paid \$3,850 for its construction (information taken from A.R. Coffeen Co. files). The building stayed in the Schrubbe name until 1994 when it was sold to James and Elaine Sims, current store owners.</p>	III	C
121	H	<p>114 Winnebago St. <i>McCoy Jewelers, Brown Electric, Jola's Upominki gift shop, The Priscilla Shop, Peterson Photography</i></p>	1885, before	Two-story brick building clad with stucco applied in 1997. The storefront is modernized with a recessed central entrance flanked by display windows. The door to the upstairs stairway is to the side of the storefront. Overhead are two windows separated by a tall pilaster-like detail. These 1x1 windows have sills and a flat lintel with a keystone detail but are not original. The original	V	NC (integrity)




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		 <p>(Mark Muggli photo)</p>		<p>2nd story arrangement had two robust oriels with domed roofs, now nonextant.</p>  <p>The original appearance is seen in this undated postcard from c. 1913 (Jan Olive Full postcard collection)</p>		
122	H	<p>116 Winnebago St. <i>Sorenson Drug Store, Bachman Electric, Cafka's Coffeehouse, Winneshiek Tile & Abstract,</i></p>  <p>(Mark Muggli photo)</p>	<p>1864, c. (Alexander, 282; extrapolation from history of 118 next door)</p> <p>1885, before (Sanborn)</p> <p>1870, before (current owner)</p>	<p>This is a two-story, painted, Italianate-style brick building that appears to have been constructed the same time as its neighbor (118 Winnebago). Both have modernized storefronts; this one has a central recessed entry flanked by large display windows separated by robust mullions. The original cast iron columns seen next door at 118 are likely still present on this building too, but boxed in and/or covered. A flat canopy hangs from the top of the signboard to cover the sidewalk below. The 2nd story has three evenly spaced windows, tall with brick round-arched headers, brick side framing and painted sills. The sills next door are stone so stone here is likely too, as are the keystones and painted "capitals" trimming the brick window frame or surround. The window sashes are smaller replacements and the extra space is now infilled with a solid material. Overhead, the roofline is decorated by prominent brick brackets and corbels.</p> <p>This building may have been built when the lot was owned by C.E. Dickerman, a "realtor, liveryman, and</p>	II	C



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		 <p>Undated view (State Historical Society of Iowa-Iowa City, Cities-Decorah, "side street"). Signage reads: J.H. Mackenstadt, Merchant Tailor</p>		<p>druggist," as well as an entrepreneur according to the owner of the abstract company that has been in the building since 1965 (Davis, 86; Roger Gouson, owner, to volunteer researcher, 2016). Sanborn labels are: tailor (1885, 1894, 1902, 1914) [would have been John Henry Machenstadt (1841-1916)]; and drugs (1927).</p>		
123	H	<p>118 Winnebago St. <i>Music, tailor, Decorah Journal, Ronnie's Caf�, Cafka's Coffeehouse, Magpie Restaurant, Beebe's Southern Grill</i></p>  <p>(Mark Muggli photo)</p>	<p>1864, c. (Alexander, 282) 1885, before</p>	<p>This is a two-story brick building that appears to have been constructed the same time as its neighbor (116 Winnebago). Both have modernized storefronts; this one has an offset flush entrance flanked by large display windows that maintain their original height with a glass transom. A second door (to the 2nd floor) is located near the north side wall (a common staircase shared with 116). Three cast iron columns with volute capitals are located between the doors and windows. (The modern canopy framing over the store is being removed in the current image to the left).</p> <p>The 2nd story has a prominent three-sided oriel flanked by two windows. The oriel windows have wooden aprons and over them is a complex entablature. Based on historic photos, this Queen Anne oriel was likely added in the 1880s to an otherwise Italianate styled building. The 2nd story windows are tall with brick round-arched headers and brick surrounds or frames. The sills are stone as are the keystones and "capitals" in the brick window surrounds. The 2x2 windows are either original or very good reproductions, with the</p>	II	C



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		 Undated view (State Historical Society of Iowa-Iowa City, Cities-Decorah, "side streets")		rounded upper sash lights extant. Overhead, the roofline is decorated by brick brackets and corbels. This building may have been constructed when the lot was owned by C.E. Dickerman, a "realtor, liveryman, and druggist," as well as an entrepreneur according to the owner of the abstract company next door (116). Sanborn labels are: music (1885, 1894); bicycles & sporting goods, music (1902); tailor (1914). Additional sources developed by the volunteer researcher indicate that the Decorah Journal was in the building in 1913, a photo gallery in 1923; merchant tailoring and dry cleaning in 1925, and Ronnie's Café in 1961.		
124	H	112 W. Main St. (NE corner of Main and Winnebago; former address was 120 Winnebago), <i>Cadwell crockery Store, C.C. Coutant Bldg., post office Decorah Journal, Telephone Exchange (2nd) & Decorah Public Library, Sympatico Beauty Salon & Spa</i>  (Mark Muggli photo)	1864-69 (Alexander, 282) 1886 (<i>Decorah Journal</i> , 3/29/1922) Rear addition, between 1914 & 1927	Two-story brick veneered brick building on a corner location; it faces Winnebago with its long side aligned with Main. The building is from the 19 th century but it was remodeled in 1958-59 for the town library, which had occupied it since 1922. The building today has been significantly remodeled again. The historic 1959 façade (see drawing below) included 2 nd story windows that had hopper lower sashes and divided-light uppers (9 lights). The storefront had mostly large fixed panes arranged in a grid pattern of four across and four down, with the door to the 2 nd story positioned to the north of the façade. The façade windows wrapped around the corner to the Main Street side, where the library's main entrance was found. A flat canopy was suspended over the windows and the main entrance. Today, the building's midcentury styling has been largely removed except for the thin veneer bricks. The storefront has been remodeled again to a more traditional footprint: an offset entrance flanked by large display windows with a wide band of solid material filling the transom and signboard areas. The midcentury windows have been replaced with blank, fixed sashes. Sanborns indicate the following tenants or uses: office	V	NC (integrity) (had the 1959 midcentury appearance been maintained it may have contributed)




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		 <p>(Tallgrass Historians LC)</p> <p>The original appearance is seen in this undated postcard from c. 1913 (Jan Olive Full postcard collection)</p>		<p>with "club room" on 2nd (1894); "printing 1st, office" (1902); printing (1914); public library with telephone exchange on 2nd (1927); public library with offices in new rear addition (had address of 110 W. Main).</p>  <p>1959 drawing for library remodelling (Decorah Newspapers Progress Edition, 1959)</p>		
125	H	<p>202 W. Main St. <i>Otis Building, Luther College, Union Hotel, St. Cloud Hotel, Konrad Marine Building, Gunderson Clinic</i></p>  <p>(Tallgrass Historians LC)</p>	1858 (E. Lorentzen)	<p>The building today is three stories with a raised basement giving it nearly a fourth. It is clad in stucco from top to bottom, with different colors for the walls, foundation, and cornice area at the roof. Windows are 1x1 replacement sashes and regularly placed across both Main and Winnebago street facades. The main entrance to this building, now used as an office building with a medical emphasis, is on the Main Street (south) elevation.</p> <p>Historic photos reveal this large building to have been of dark brick with light (probably) masonry sills and lintels (unsourced newspaper clipping with an 1876 photo of the building, volunteer research; also, <i>Decorah Public Opinion</i>, 1949 clipping). By 1876, the building had achieved its present height, but it started out smaller. When it served as Luther College's first Decorah building, from 1862 until 1865, the building was a two-story building with a tall attic level under a gable roof and a stone foundation that was exposed</p>	V	<p>NC (integrity)</p> <p>Despite the clear historic significance of the building, first as the initial home of the local college, then as a hotel across the street from the court house, the building lacks integrity primarily because the all-over stucco</p>




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		 <p>An earlier appearance is seen in this undated postcard from c. 1913 (Jan Olive Full postcard collection)</p>  <p>Undated but c. 1910 view of east elevation along Winnebago St. (Jan Olive Full postcard collection)</p>		<p>with windows on the Winnebago St. (east) side elevation. Sometime after it became a hotel, another story was added to the building, and the Main St. foundation was exposed, requiring the stairs and porch seen in the historic photo at left. In 1937 the building was owned by an optometrist who announced the building would be veneered with a tan colored brick (Davis, 26; historic photos at left appear to confirm this was done). The all-over stucco was added in 1979 (volunteer research).</p>  <p>Drawing of the building when Luther College occupied it (Bunge, et al., 18).</p>		<p>cladding obscures the historic features.</p>
126	H	<p>Telephone Exchange Bldg. – 119 Court Street, NW corner of W. Main and Court Streets <i>Northwestern Bell</i></p>	<p>1930 Addition 1959</p>	<p>The original, Art Deco-styled building is 2 stories tall, with a footprint of 41' by 41', and constructed of muted red tapestry bricks laid in a common bond with gray mortar. The surface finish of the bricks is rough, not wire scraped but rather having the appearance of being</p>	IV	<p>C (has potential individual eligibility)</p>





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		<p><i>Telephone Exchange Bldg., U.S. West Communications Tele. Exch. Bldg., Quest Tele. Exch. Bldg., Tele. Exch. Bldg.</i></p>  <p>(Tallgrass Historians LC)</p>  <p>(Mark Muggli photo)</p>  <p>(Tallgrass Historians LC)</p>  <p>(Adrienne Coffeen photo)</p>	<p>(Both Davis, 24)</p> <p>Mortimer Burnham Cleveland, architect; A.R. Coffeen, contractor 1930</p> <p>Rhodes Mortimer Cleveland (son) and M.B. Cleveland, architects, 1959 addition</p>	<p>compressed or squeezed to the correct size. Light gray masonry, probably cast stone (volunteer field observation) trims the building in generous amounts. Each of the four corners has a sort of "column" of vertical masonry. Resting on the masonry foundation, the fluted "columns" rise to the roofline, where, following a series of chevrons, each "column" terminates in a different "capital". Each "capital" is different but they all contain the archetypical Deco designs of stylized flowers (including sunflowers), urns, waves, rising suns and stars, scrolls, and shell designs, among others. A wide masonry coping unites the four corners at the roofline and is punctuated by peaked masonry cornices that appear at the top of the brick interstitial walls between the windows. The overall effect is to emphasize the vertical lines.</p> <p>There are two public entrances, one on the south elevation and around the corner on the east side. Each has a masonry surround and east entrance has the word "TELEPHONE" carved into it marking it as the main public entrance. That one also has a fluted sides and a cast stone panel as a header. Next to this main entrance are two brass or bronze wall slots, one marked "ENVELOPES," the other "PUT PAYMENTS HERE." The secondary entrance on the south side has a brick panel over it laid in a chevron or heringbone pattern. The two doors themselves are modern but glass transoms over them have been maintained as has the east-side copper torch lamps with a natural verdegriis finish and amber glass (the amber glass is newer).</p> <p>The window sashes, which are new (but may maintain the original sash division configuration), are held in recessed vertical panels between the interstitial walls. They are regularly spaced on the east and west sides, three (plus a door) to four windows on each story. However, the middle window on the 2nd story of the south wall, over the entrance, is dropped down below the other two perhaps signifying a central staircase to the 2nd floor.</p>		<p>under Criterion C also)</p>

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				<p>In 1959, new equipment required more space and so the same architect and his architect son were hired to design a large addition (roughly 67' by 51') built on the north side, part of which is 1 story and part of it - the public elevation along Court St. - 2 stories. The addition's dark red brick walls are severely plain, more in the Midcentury aesthetic, and there are few windows. Three ground floor windows on the east side are held within vertical recesses that echo the vertical lines of the original building. They are original, with 2x2 sashes and horizontal muntins dividing each sash. Above these, high on the wall are red panels that may be terra cotta. A 2-story bumpout at the north alley probably holds a staircase to access each floor. A wide masonry foundation and thin roofline coping complete the design.</p> <p>When the original exchange building was constructed in 1930, it housed both equipment and offices for the telephone company including a public lobby and phone booth. The new equipment, which allowed the company to abandoned the old crank-style phones, was operated by a large crew of men and women employees, among them 16 "highly trained young ladies" who were switchboard operators (<i>Decorah Public Opinion</i>, 3/12/1931). In 1956 the offices were moved out of the building to provide space for a growing inventory of equipment. A new addition was required three years later to accommodate the equipment needed for a "dial system" (volunteer researcher).</p> <p>The architect of the 1930 building with its Art Deco styling was Mortimer Cleveland. The contractor was local builder A.R. Coffeen. Cleveland (1882-1979) was a highly successful architect from Waterloo, Iowa. Said to be "one of the earliest Prairie School architects in Iowa" Cleveland's practice spanned more than 50 years (from 1910 until after World War Two), was felt in a wide region of northeast Iowa, and was versatile enough to have produced significant buildings in a number of different a styles. During the 1930s he produced Art Deco buildings such as the Lutheran Mutual Aid Society</p>		

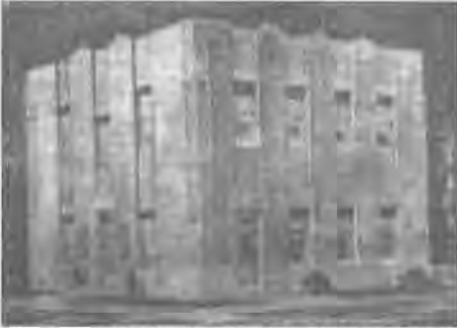

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				<p>building in Waverly, Iowa (1932) and the Bremer County Courthouse (1936-37), also in Waverly.</p> <p>Cleveland's son, Rhodes Mortimer Cleveland, joined the firm in 1954. Four years later the father-son team would design the sympathetic addition to Decorah's Telephone Exchange building (Shank, 42-43).</p>  <p>Mortimer Cleveland's elevation drawing, 1930 (<i>Decorah Public Opinion</i>, 6/19/1930)</p>  <p>Elevation drawing, c. 1959, showing how the new addition (to the right) will look. Drawing by R.M. Cleveland and M. B. Cleveland, Waterloo architects. (Adrienne Coffeen collection)</p>		
127	H	<p>110 Court Street <i>Auto garage, "City Garage", Grousta Motor Sales, Round-the-Clock Laundromat, Jim's Sign Shop painting business,</i></p>	<p>1915 (A.R. Coffeen Co. ledger)</p>	<p>Built by local contractor A.R. Coffeen. Two-story, dark red brick building with a concrete foundation clad with stucco. The exposed alley side (north) has common brick. A masonry beltcourse separates the two stories, trims the windows on the 2nd story, and serves as roofline coping. Windows on the 2nd story originally</p>	III	C




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		<p><i>restaurant, furniture storage, Knudson law office, Friest & Assocs. Realtors, Cobblestone Bldg.</i></p>  <p>(Tallgrass Historians LC)</p>  <p>(Google.com on 11/10/16)</p>  <p>(Adrienne Coffeen Collection)</p>		<p>were a combination of casements and double-hung sashes. Today they appear to be double-hung replacements of the same size as the originals. The ground floor display windows are still present but the transom panes are covered over with signage. Window openings are surrounded by soldier courses as is a wide panel under the beltcourse. The recessed entrance is still present but not as deep as the original. This was used to bring autos into the ground floor, while the former pass door closer to the alley led to the office (volunteer researcher). That door has been replaced by a window. At some point after 1947 (Sanborn) a side addition was added and the façade of the building replicated across the addition's façade. A single-story rear addition along the alley also has been added post-1947.</p> <p>The City Garage was a commercial operation that sold Saxon automobiles. The building elevated cars to the 2nd story via a freight elevator or lift (nonextant). Rita Friest provided the various prior uses. Business names came from newspaper ads (volunteer research). Sanborns show this lot historically had a dwelling on Main Street and a stable on the building's actual site (1885, 1894, 1914).</p>		


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128	H	<p>Brick-paver street, Court Street, from W. Water to W. Main</p> 		<p>"Galesburg" brick pavers were laid in a sequence of streets downtown from 1902 to 1913 (Bailey, 196). This two-block stretch of brick pavers is the last remaining extant and exposed. The "Galesburg" bricks were undoubtedly bricks produced by the Purington Brick Co. in East Galesburg, Illinois, "once the largest producer of brick pavers in the world" (Gavin Historical Bricks, "Purington Brick History," accessed at www.historicalbrick-history on 11/21/2016).</p>		C

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8. Narrative Statement of Significance

Summary Paragraph

The Decorah Commercial Historic District is significant under Criterion A as the commercial heart of this county seat town. The commercial district is and long has been the central spot where Decorah's merchants, bankers, and professionals gathered to serve resident shoppers, farm families, and travelers in town. Named after a Winnebago chief,¹ Decorah's founding story is celebrated and well-known to residents and local historians. In 1849 William and Elizabeth Day located their family on the spot that became Decorah and initiated the settlement's first commercial venture, a log cabin and tavern that offered lodging, food, and drink.² Within two years, the Days' nascent village also sported a mercantile business called the Pioneer Store across the road³ and in 1851 when the county was formed, the new town was named county seat, immeasurably boosting its chances for success. Lacking a purpose-built courthouse, however, court was held in the Days' log building.⁴ Industry arrived in 1853 when Ammon & Co. built an "agricultural works" along Water Street just west of the Days and the Pioneer Store.⁵ The extant brick buildings associated with this industry help define the Period of Significance for the historic district as 1853 to 1967, the latter being the arbitrary 50-year date within the National Register rules. During this Period of Significance, the Decorah Commercial Historic District became a common venue for selling goods and services, for social interaction, and for patriotic celebrations and parades that reinforced community bonds.⁶ The district reflects the evolving patterns of commerce over the course of 164 years as the town adjusted to changes in the way goods and services were marketed. The Decorah Commercial Historic District also qualifies as a "Property Type I: Commercial District" and meets the registration requirements set forth in the *Iowa's Main Street Commercial Architecture* Multiple Property Document (2002) under Criterion A by reflecting the development and growth of the town of Decorah as a regional market town for the surrounding rural population, the seat of the county's government, and the home of a small college. Within the taxonomy of the MPD, there are a number of Type II first-generation store buildings remaining in the district, constructed of brick, stone and wood, with some of the latter now hidden completely behind façade cladding and, therefore, classified as Type V buildings. Many of the remaining brick buildings are Type III (Second Generation) or Type V (Remodeled and Later Additions). Specialized buildings such as the railroad depot are classified as Type IV resources. There are also several modern infill buildings (Type VI). Classifications are included within the extensive resource table of the prior section.

¹ Charles H. Sparks, *History of Winneshiek County...* (Decorah: Jas. Alex. Leonard, 1877), 8.

² Alexander, 130; Sparks, 87-88.

³ Alexander, 242;

⁴ *Ibid.*, 273; Bailey, 302.

⁵ Alexander, 243, 268, and 284.

⁶ These historic functions continue to the present day.

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SMALL TOWNS IN IOWA AND THEIR RETAIL PATTERNS

During the 19th century, Iowa saw hundreds of villages materialize on the open prairie and alongside its rivers. Attracted by the mercantile possibilities and the potential for rising real estate values, the founders of these settlements hoped to establish, at the very least, successful market towns and, ideally, growing urban metropolises. With the agricultural countryside being aggressively settled by easterners and immigrants from the European North Sea countries, these new towns served as collection points for shipping raw products out to larger cities and acted as distribution hubs for the manufactured goods that were shipped back into town. In addition, such towns could offer both rural and community residents the services that the frontier family could not provide. Decorah's fortunes in the competition for town growth and stability were enhanced over the typical Iowa market town by its county seat status and by the Norwegian Lutheran Synod's decision in 1862 to relocate its college from Wisconsin to downtown Decorah.

As a healthy and vibrant Iowa town from the mid-19th to the mid-20th century, fueled by agriculture and small industry but separated by hundreds of miles from a large metropolis like Chicago or Minneapolis, Decorah and most Iowa prairie towns were relatively self-contained. Communities supported a diversity of small retail stores run by merchants, shops operated by skilled craftsman, and always a few businesses run by women who sewed clothes, created hats, or ran a café or lodging house. To this commercial mix were added the professional services of apprenticed- or academically-trained dentists, doctors, and lawyers. Job skills during these early decades tended not to be specialized or defined by educational training, but more by opportunity, luck, and capital. Many if not most people tried their hand at several jobs over the course of the years, shifting from one to another as the opportunity presented itself.⁷ A seamstress working out of her home might open a millinery shop on Main Street, a laborer might become a builder and a builder become an architect, or a dry goods merchant might move into banking. Within these 19th century traits, Decorah and its downtown activities were typical and fit the Iowa patterns. And like other towns, after the turn of the 20th century Decorah's central commercial district modernized as its stores and buildings became more specialized and national trends seeped into the local merchant mindset.

FOUNDING OF DECORAH AND DEVELOPMENT OF ITS COMMERCIAL DISTRICT

Before stopping at a desirable location near a spring on a river terrace south of the Upper Iowa River, Virginians Elizabeth and William Day had traveled west for a full year. They stopped briefly in Cassville, Wisconsin, then crossed the Mississippi River at Prairie du Chien opposite McGregor's landing on the west bank, and followed an Indian trail into the interior.⁸ Almost the same time, a second family arrived after spending a couple of years in Wisconsin. This family's patriarch, William Painter, focused his energies on harnessing the abundant water power for milling. Miller Painter, his wife Elizabeth, and their two children, Lucinda and Anderson, were Ohioans and built their cabin not far from the Days.⁹ Thus, by the winter of 1849, the seeds were in place for the town to be called Decorah and the commerce that would grow on Water Street.

⁷ See generally, Jan R. Olive Full, "Hinterland or Heartland: Survival of Small-Town Lake Mills, Iowa, 1850-1950" (Ph.D. diss., Loyola University Chicago, 2006); especially Chapter 5 "The Importance of Main Street and Its Merchants."

⁸ Sparks, 87; quoting an even earlier history of Decorah's settlement written by "Rev. E. Adams."

⁹ Sparks, 89; federal manuscript census, 1860, accessed on Ancestry.com on 12/15/2016.

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The formative 1850s brought new settlers and new commerce each year. In 1850 there were only 540 souls in the entire county; ten years later there were nearly 14,000 residents with Decorah's population estimated between 1,600 and 2,000.¹⁰ The first Norwegian immigrants – a group that joined the native-born Yankees but grew into a dominant culture – arrived in Winneshiek County in 1850.¹¹ The next year, when there were “three log cabins, one hotel, a lawyer, and two merchants” in town, Decorah was named county seat.¹² A blacksmith arrived in 1852 and the same year (much to the consternation of the Congregational minister who recorded the events) the village saw a “very lucrative business” started, clearly a vice of some sort (gambling? liquor? another vice?).¹³ Another “merchant” of whom the minister disapproved opened a business down the hill behind the Days and sold watered down whisky. This “traffic soon crept up into daylight on Water street” and seven more places selling liquor were added eventually.¹⁴ But this year, 1852, also saw the first indictments for gambling and “selling intoxicating liquors.”¹⁵

In 1853, the town's original survey was completed and the aforementioned Ammon & Co. manufacturing concern arrived. The Days rebuilt their lodging house into a proper hotel called the Winneshiek House the next year, 1854-1855, and a personal banking house, precursor of the First National Bank, operated by William L. Easton was established.¹⁶ A federal land office opened in 1855 and brought throngs of individuals to town, and within a year the Easton banking operation had stiff competition. Decorah had become a boom town. “Population and business had taken such a start that Decorah was the chief centre of trade for the whole region around about even for a hundred miles or more, especially north and west.”¹⁷ As the new decade began in 1860, there were already 17 stores, a newspaper, the first “regular drug store”, three harness shops, six blacksmiths, three wagon makers, two agricultural implement manufacturers, two jewelers, two milliners, two tanneries, a lumber yard, two bakeries, a daguerreotype artist, two meat markets, a brewery, a gunsmith, 12 lawyers, three doctors and a dentist, two barbers, and a livery stable.¹⁸ The new town already provided a complete array of necessities to its residents, the number of whom was approaching 2,000.¹⁹

The 1860s saw developments of a different nature affecting the commercial district. The number of Norwegian immigrants living within Decorah proper seems not yet great at the beginning of the decade. The annual May 17th (*syttende mai*) celebration of the 1814 Norwegian constitution was held at “Peterson's trading post,” presumably a more rural location than Water Street.²⁰ And none of the early historians of Decorah mentioned a Lutheran church in town, only the Methodist and Congregational churches. But the decision of the Norwegian Lutheran Synod to relocate its college from Wisconsin to Decorah in 1862 helped to change all that.²¹ Though Luther College occupied the building in the commercial district for only two years, as its more permanent home in West Decorah

¹⁰ Alexander, 244; but later historians claimed just 1,219 residents in 1860, see Bailey, 191.

¹¹ Bailey, 303.

¹² Alexander, 267.

¹³ *Ibid.*, 268.

¹⁴ *Ibid.*, 268.

¹⁵ Bailey, 303.

¹⁶ Alexander, 243, 281.

¹⁷ *Ibid.*, 272.

¹⁸ Alexander, 243, 245, 271-72, 281; Bailey, 190, 305.

¹⁹ Alexander, 244.

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was being constructed, the college certainly established Decorah as a welcoming new home for Norwegian immigrants.²² More permanent Water Street-area educational institutions commenced at this time also. The Winneshiek Normal Institute, for example, was incorporated in 1861.²³ Improvements in transportation and communications occurred in the 1860s as well, improvements that linked the merchants of the remote town to the markets and influences of the greater urban centers. The construction of a telegraph line began in 1867 and the town's first railroad, the Milwaukee & St. Paul, arrived in 1869.²⁴ But the town also suffered natural disasters during the 1860s, including floods and fires. The Civil War, though far off from this corner of northern Iowa, certainly had an impact on local commerce. Remarkably, at least 12 buildings from 1864 to 1869 survive in the district today, perhaps evidence of postwar enthusiasm for getting on with life.

Construction in the district was robust in the 1870s, in part due to some of the more devastating fires that occurred in that decade.²⁵ Population gains amounted to more than 800 new residents between 1870 and 1880.²⁶ Material evidence of the commercial growth remains today in the 19 buildings extant from the 1870s, the highest number of historic buildings by construction decade still found within the district. Notable among them is Steyer Hall (or Steyer Opera House), listed in the National Register (Fig. 10). Elizabeth Cady Stanton's public lecture on women's suffrage in 1870 may have taken place in the new hall.²⁷

A snapshot of the commercial district's merchants and craftsmen in 1875 was provided by a gazetteer published that year by the Chicago, Milwaukee & St. Paul Railway. One-hundred-sixty-eight total businesses were listed.²⁸ Among them were 22 shops that provided daily services and goods such as meat markets, barbers, restaurants, stove & tinware dealers, millinery, tailors, and dressmakers. There were also boot and shoe sellers, a photographer, piano sales, jewelers, and saloons with and without billiards. In fact, the 18 saloons on the list constituted the single largest type of commercial activity, followed by lawyers. There were also five hotels in town, suggesting the impact of the county seat designation as well as the town's overall *entrepôt* status in northeast Iowa.

²⁰ Alexander, 245.

²¹ Wilfred Bunge, Mary Lou Mohr, and Dale Nimrod, *Transformed by the Journey: 150 Years of Luther College* (Decorah: Luther College Press, 2011), 18.

²² *Ibid.*, 246.

²³ *Ibid.*, 247.

²⁴ Alexander, 248; Bailey, 308. This line's first combination depot is extant a few blocks south of Water Street and recently was listed in the National Register.

²⁵ See reference to these fires in Section 7.

²⁶ Bailey, 191.

²⁷ Alexander, 250.

²⁸ Addresses were general, by street and intersection, so there is a high likelihood that not all businesses were located within the current district borders. They would have been near or just off Water Street however.

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Figure 10 Steyer Opera House (built 1870, another bay added in 1875) is seen here to the left of the Day family's ornate Winneshiek Hotel (nonextant). Undated photo from the Vesterheim collection

Public and private works were underway at the beginning of the 1880s to provide Decorah with a modern water works and telephone exchange, both completed in 1881, and the first electric lights in town in 1882.²⁹ Grading commenced in 1882 on what would be the town's second railroad, the Burlington, Cedar Rapids & Northern, and when it arrived in 1884 the railroad offered local shippers new options for getting their crops to market. The arrival of another railroad in town prompted the Milwaukee line to upgrade its Decorah facilities, which had been located since 1869 a few blocks south of the district. The Milwaukee converted its old combination depot to a freight house and in 1888 built the ornate wooden Queen Anne passenger depot at the east end of the commercial district.³⁰ Finally, milling was still a busy area industry in the 1880s, though wheat crop failures were making dairying more popular.³¹

A geographic image of the district begins to emerge through the first Sanborn Map Company fire insurance map published in 1885. By that time Water Street had already attained the general length and breadth it has today, though the east end still hosted a dwelling or two and there were still many open lots throughout the district. The millrace flowed past the rear elevations of the buildings on the north side of Water Street and the Decorah Woolen Mill still made use of it. The transition zone just beyond the commercial buildings included some long-gone activities like a large "pork ho." (packing plant?), a skating rink, and large and small stables. And it seems more

²⁹ Bailey, 317.

³⁰ Bailey, 313.

³¹ Alexander, 286, 287, 323.

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merchants were beginning to locate their homes outside the district rather than living above the store, as was typical in nascent Midwest towns. The new and “pleasant suburb” of West Decorah, where the “imposing Norwegian Luther College” was located was a favored residential location.³²

The dawn of the 1890s brought with it construction of the Grand Opera House in 1891, located on Water Street at a central point in the district. That year also saw the first prohibition against new wooden buildings in the downtown district, a fire prevention strategy that nevertheless failed to prevent several serious fires, including at the “Hutchinson building on Washington Street” in 1893;³³ J.J. Marsh’s “machining houses” and just two days later two stores and the photographer’s gallery in 1895;³⁴ and even the new Grand Opera House, which was gutted in 1898.³⁵ The picture of the district drawn in the 1894 Sanborn fire map suggests many if not most of the open lots along Water Street between Court and State were now filled in with attached two-story brick buildings, making that stretch of Water Street look rather congested. Both the west and east ends of Water Street still had plenty of open lots available for construction however.

The 1902 Sanborn fire map is similar to the 1894 map but the east and west ends were sporting more small, single-story shops. Two years later, the landmark Renaissance Revival Winneshiek Hotel (104 E. Water) was built. Decorah’s population had reached 4,018 by 1905.³⁶ Paving the downtown streets, which began in 1898 on Water Street³⁷ was expanded to Winnebago and Washington streets in 1900.³⁸ And in 1913, electroliers replaced the earlier 1882 lamps in the business district.³⁹ Acknowledging the growth of the commercial district, in 1913 the city council expanded the geographic boundaries of the prohibition against wooden buildings in the business district. While there was no stated exception to grandfather in the frame buildings that already existed, both this and the earlier ordinance probably had something to do with the number of small older buildings that are today clad with metal or stucco siding.

Sanborn maps for 1914 and 1927 indicate some shifting and rebuilding of buildings, and the arrival of the automobile is reflected on the latter map with “filling stations” that were new. The millrace continued to occupy the low land behind the north side of Water Street buildings through 1948, the last available Sanborn map. Sometime after this map was drawn the millrace was abandoned and filled in. Parking lots largely occupy this space now. Beyond those is a new city hall, public recreation lands, and new public schools.⁴⁰ Railroad transportation in town ended in 1979.⁴¹

³² Ibid., 258.

³³ Bailey, 327.

³⁴ Ibid., 329.

³⁵ Ibid., 333.

³⁶ Ibid., 343.

³⁷ Ibid., 333.

³⁸ Ibid., 336.

³⁹ Ibid., 196.

⁴⁰ Robert H. Davis, *Decorah Visitor’s Guide* (Decorah: Winneshiek County Historical Society, 1996), 7.

⁴¹ Ibid., 3.

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ARCHITECTS AND NOTABLE BUILDERS

Charles Altfillisch (1891-1978), a native-born Iowan and local architect who also served as the city engineer for 17 years. He designed many college, school buildings, and homes in Decorah and served as the president of the Iowa Chapter of the American Institute of Architects. Many of the building permits issued in Decorah's commercial district during the 1920s and 1930s were signed by Altfillisch, probably in his capacity as city engineer.⁴²

Alvaro Roy (A.R. or Roy) Coffeen (1889-1970), a native of nearby Hesper, Iowa, was a contractor, engineer, and architect who worked on a number of Decorah commercial district buildings, both as new construction and on significant façade remodels through his business, the A.R. Coffeen Co.⁴³

Orff & Guilbert, Minneapolis, consisted of Fremont D. Orff (1856-1914) and Ernest F. Guilbert (1869-1916). The firm apparently only operated between 1897 and 1899, during which time they designed the Iver Larsen Dry Goods/Lyric Theater (217 W. Water) in Decorah.⁴⁴

Turnock & Ohrenstein, Chicago, consisted of E. Hill Turnock (c. 1855-1926) and Ernest J. Ohrenstein (1867-1930). Turnock was born in England while Ohrenstein was a naturalized citizen from Austria. Their partnership lasted from 1902 to 1905. In 1907 Turnock returned to his earlier home in Elkhart, Indiana to practice. In 1904 they designed the new (and latest) Winneshiek Hotel in Decorah at 104 E. Water Street⁴⁵

Mortimer Burnham Cleveland, Waterloo, IA (1882-1979), was an accomplished northeast Iowa architect with a varied practice. Trained in architecture at the University of Illinois (M.Arch, 1915), Cleveland designed many of Waterloo's stylish residences (Highland Historic District [NRHP, 1984]) before the depression of the 1930s, after which he did a number projects for A.T.&T. telephone company (one in Decorah) and school districts. He also designed courthouses such as the one in Waverly, Iowa. His son, Rhodes Mortimer Cleveland, became an architect and joined his father's practice in 1954.⁴⁶

Gatterdam & Probst, Chicago. Records are unclear about this firm. An architect named Edward M Probst (1870-1942) worked in Daniel Burham's firm and became part of a very prestigious Chicago firm, but records on his career prior to 1908 are unclear. He was a draftsman in that city in 1889 and in 1893 he was in the drafting room of Robert G. Pentecost. The records available online do clearly not place him with Fred E. Gatterdam, another Chicago architect, although they were both active in Chicago at the same time. In Decorah, the large building at 101 E. Water (Sampson building) is noted in 1891 newspapers as being designed by this firm (Gatterdam's name is misspelled as Gotterdam).⁴⁷

Robert (Bob) Jamieson is a contemporary architect who designed the new bank building at 202 E. Water Street.

⁴² Wesley I. Shank, *Iowa's Historic Architects* (Iowa City: University of Iowa Press, 1999), 11-12.

⁴³ Federal census records, accessed at Ancestry.com on 12/13/2016.

⁴⁴ David C. Anderson, *Decorah East Side Elementary and Middle School*. National Register of Historic Places Registration Form (1997), 4-5.

⁴⁵ Indiana Historical Bureau, *E. Hill Turnock*, accessed <http://www.in.gov/history/markers/497.htm> on 12/14/2016.

⁴⁶ Shank, 42-43.

⁴⁷ City directory entry, 1927, for Fred E. Gatterdam, accessed at Ancestry.com on 12/14/2016; "Edward Probst, 1870-1942," *Connecting the Windy City*, accessed at <http://www.connectingthewindycity.com/2013/01/Edward-probst-1870-1942.html> on 12/14/2016.

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FUTURE PLANS

Research materials for this nomination were collected by a large group of volunteers and have been archived in the local public library where the Decorah Historic Preservation Commission has permanent file space. This material, as well as other informational literature, will serve as a resource for present and future Commission members. It will also serve business owners in the commercial district interested in learning about and perhaps renovating their buildings. The Commission sponsored a public informational meeting on historic preservation tax credits in early 2017.



**Winter scene along Water Street, date unknown but around 1900, looking east. Note the bluffs beyond town.
Vesterheim collection**

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Sparks, Chas. H. *History of Winneshiek County with Biographical Sketches of its Eminent Men*. Decorah: Jas. Alex. Leonard Publisher, 1877.

Volunteer Researchers who searched courthouse records, local newspapers, historical society records and photo collections, college archives, and other local records repositories:

Mark Z. Muggli, Chair DHPC & Project Coordinator – Dr. Muggli, Professor Emeritus of English at Luther College, provided invaluable guidance and support for the project, including photographing each building, verifying building details periodically in the field, organizing and maintaining the DHPC building files, researching buildings and the downtown area generally, serving as liaison between the consultant and the volunteers, proofing drafts along with the volunteers, and cheerfully and patiently answering numerous questions from the consultant.

Volunteer researchers attended an initial training session, a follow-up question and answer meeting, and participated in individual meetings with the consultant. Several of the volunteers who attended these meetings were retired school teachers and retired Luther college professors and staff. Volunteers included Peggy Beatty, Ferneva Bremacomb, Adrienne Coffeen, Ed Epperly, Rita Friest, Cam Forde, Jody Holland*, Jim Iversen, Susan Jacobsen*, Midge Kjome, Judy van der Linden, Kris Lynch, Mary Hull Mohr*, Leslie Sand, Diane Scholl*, LaVonne Sharp, Elea Uhl, Cindy Womeldorf, Lee Zook.

Elizabeth Lorentzen, local historian and author of historic-building sidewalk kiosks, reviewed and offered comments on the building table drafts.

*Member Decorah Historic Preservation Commission during the research stage.

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10. Geographical Data

Verbal Boundary Description

The nomination includes Water Street, from and including the 500 block of W. Water Street, to and including the 200 block of E. Water Street; one building north of Water Street on Riverside Street (railroad depot); one building north of Water Street on W. Day Spring Lane (woolen mill); and parts of Winnebago, Washington, and Court streets, all south of Water Street.

Boundary Justification

The boundary includes the city's commercial blocks that historically served as Decorah's main retail commercial shopping district, and continue to serve as such. The boundary also includes several non-retail commercial buildings just behind or off Water Street. Also included is the block of Court Street that retains historic brick pavers. Beyond these blocks are largely residential neighborhoods.

↑ N
Approx. 90ft
*Building Shapes &
Dimensions are Approximate



See detail map
for addresses

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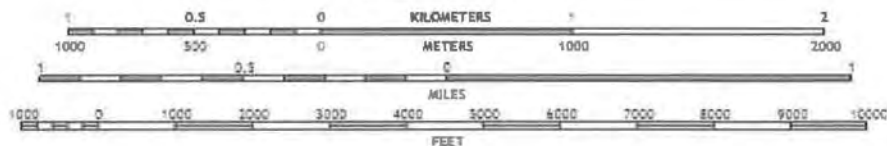
**City of Decorah, Winneshiek County, Iowa,
with general location of district noted.**

(Source: U.S.G.S. topographic, 7.5 series, 2015 version)

N[^]



SCALE 1:24 000



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Historic District Boundaries
(Base map sketched by Tallgrass Historians I.C., 2016)

↑ N
Approx. 90ft
*Building Shapes &
Dimensions are Approximate



See detail maps below for addresses

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Historic District Boundaries – Addresses

(Base map sketched by Tallgrass Historians LC, 2016)



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Distribution of Contributing [C] and Noncontributing [NC] Resources



(For black and white copies, the darker shading denotes Contributing resources; lighter shade denotes Noncontributing resources.)

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Photograph Label Information

1- 5 share the same information as follows:

1. Decorah Commercial Historic District
2. Decorah, Winneshiek County, IA
3. Mark Z. Muggli, Tallgrass Historians L.C.
4. November, 2015, and April, 2016
5. N/A (digital photographs)

6.-7. Photo # - Description of View:

1. Vesterheim Norwegian-American Museum, 520 W. Water St., looking NE
2. Streetscape, 500 block, W. Water St., N side, looking NE
3. Streetscape, 500 block, W. Water St., N side, looking NW
4. Streetscape, 500 block, W. Water St., S side, looking SW
5. Streetscape, 400 block, W. Water St., looking SW
6. Decorah Woolen Mill (NRHP), 301 W. Day Spring Ln., looking SW
7. Streetscape, 300 block, W. Water St., N side, looking NW
8. Streetscape, 300 block, W. Water St., S side, looking SW
9. Streetscape, 200 block, W. Water St., looking W
10. Streetscape, 200 block, W. Water St., N side, looking NW
11. Streetscape, 100 block, W. Water St., N side, looking NW
12. Streetscape, 100 block, W. Water St., N side, looking NW
13. 123 W. Water St., looking SE
14. Streetscape, 100 block, W. Water St., S side, looking SW
15. Winneshiek Hotel, 104 E. Water St., N side, looking NW
16. Streetscape, 100 block, E. Water St., N side, looking NW
17. 101 E. Water St., looking SE
18. Streetscape, 100 block, E. Water St. looking W
19. Streetscape, 200 block, E. Water St., S side, looking SW
20. Streetscape, 100 block, Washington St., E side, looking NE
21. Streetscape, 100 block, Washington St., E side, looking NE
22. Streetscape, 100 block, Winnebago St., looking N
23. Telephone Exchange Bldg., 119 Court St. with brick pavers, looking NW
24. 523 W. Water St, looking S
25. 206-210 W. Water St., looking N
26. 128-202 W. Water St., looking N
27. 110-114 W. Water St., looking N
28. Steyer Opera House (NRHP), 102-104 W. Water & 106 W. Water, looking NW
29. 117-119 W. Water St., looking S
30. 113-115 W. Water St., looking S
31. 113 E. Water St., looking S
32. 220-222 E. Water St., looking N
33. Chicago, Milwaukee & St. Paul Railroad depot, looking NE
34. 116-120 Washington St., looking NE
35. 110-114 Winnebago St., looking E

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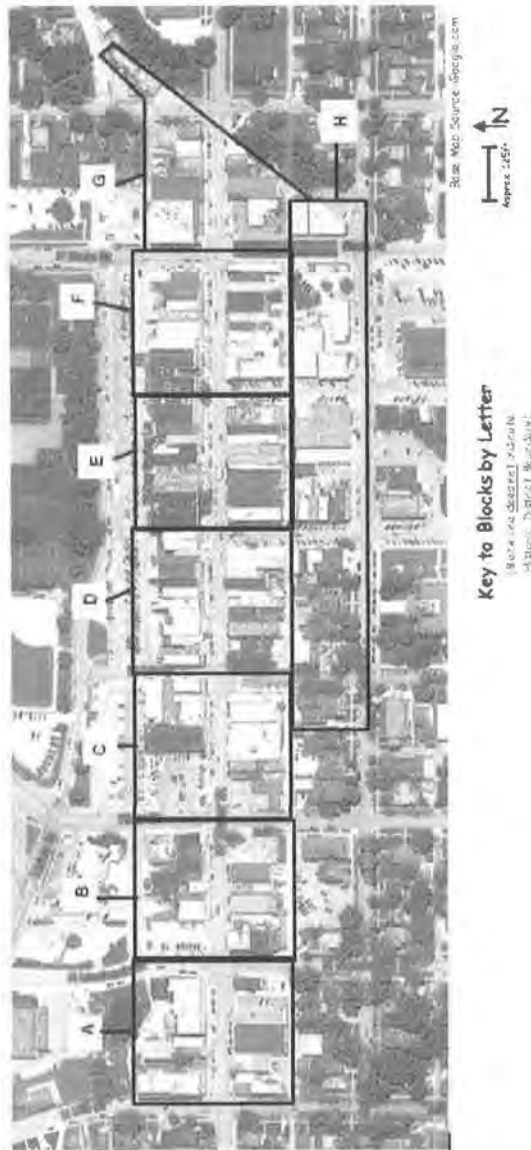
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- 36. Detail, front corner entrance, 123 W. Water St., looking SE
- 37. Detail, decorative brick and terra cotta, 107 E. Water St., looking S
- 38. Detail, decorative cornice, 128 W. Water St., looking N

Key to Blocks



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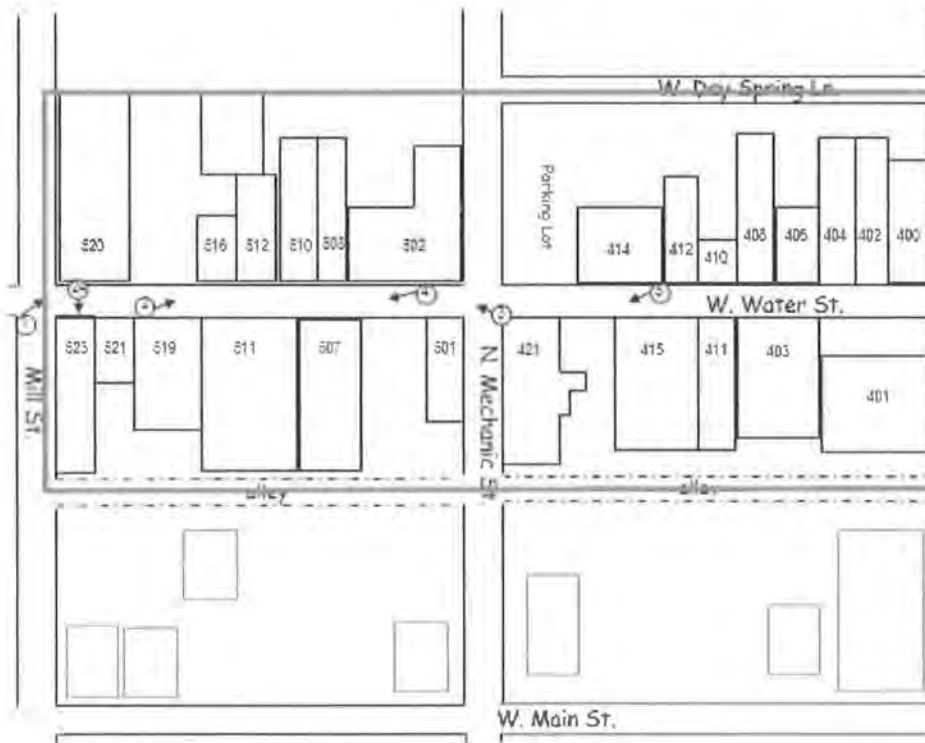
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Photo Locations by Block Location

Block A & B
(See Key to Blocks for Location)



Solid line indicates Historic District boundary



*Building Shapes & Dimensions are Approximate



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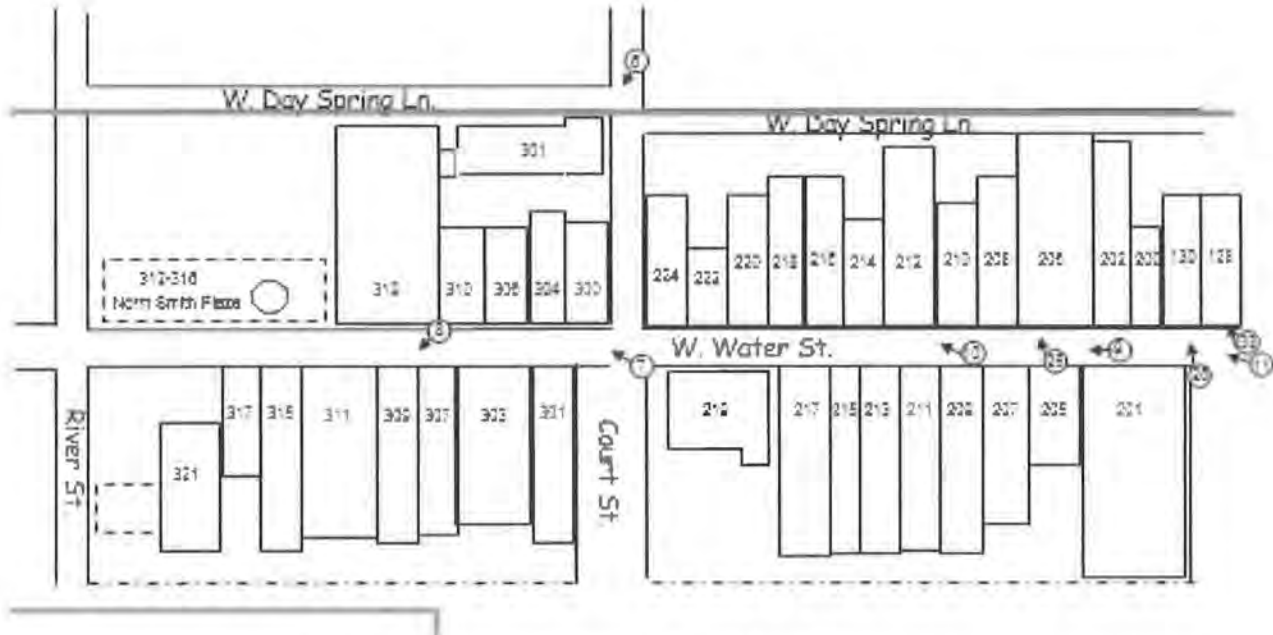
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Photo Locations by Block Location

Block C & D

(See Key to Blocks for Location)



Solid line indicates Historic District boundary


 *Building Shapes &
 Dimensions are Approximate

 Approx. 50ft

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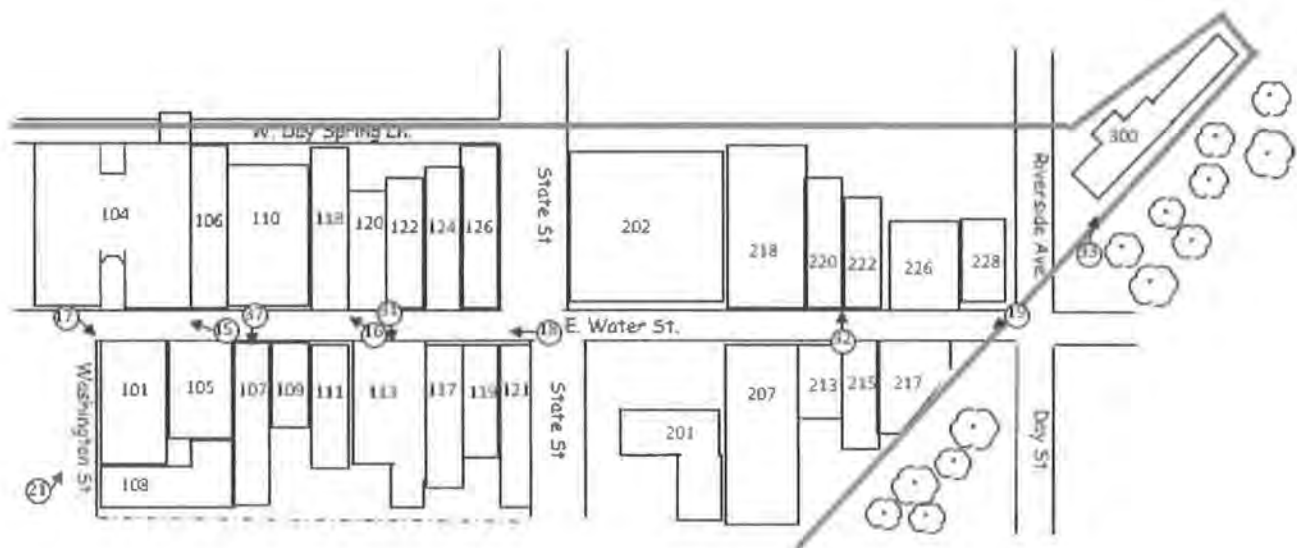
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Photo Locations by Block Location

Block F & G
(See Key to Blocks for Location)



Solid line indicates Historic District boundary



*Building Shapes & Dimensions are
Approximate

Approx. 90ft

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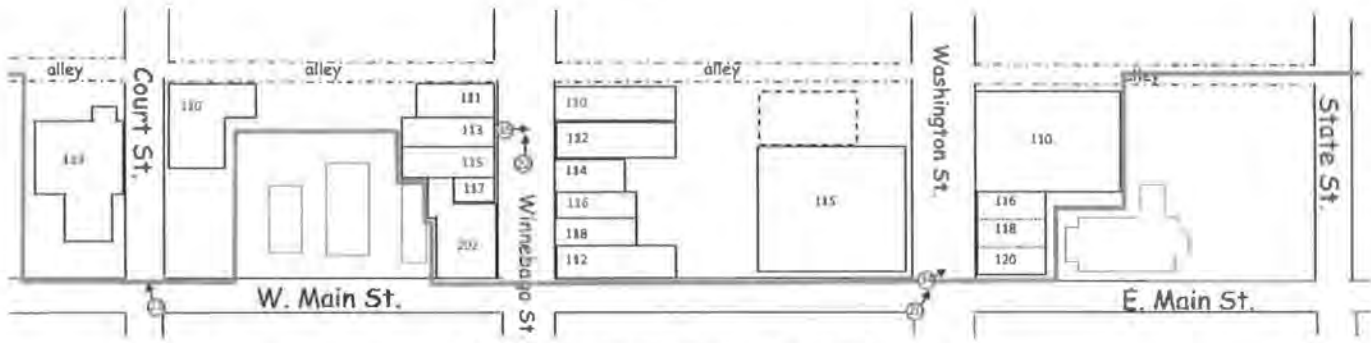
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Photo Locations by Block Location

Block H

(See Key to Blocks for Location)



Solid line indicates Historic District boundary

*Building Shapes & Dimensions
Approximate

Approx. 65ft

United States Department of the Interior
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Decorah Commercial Historic District
name of property

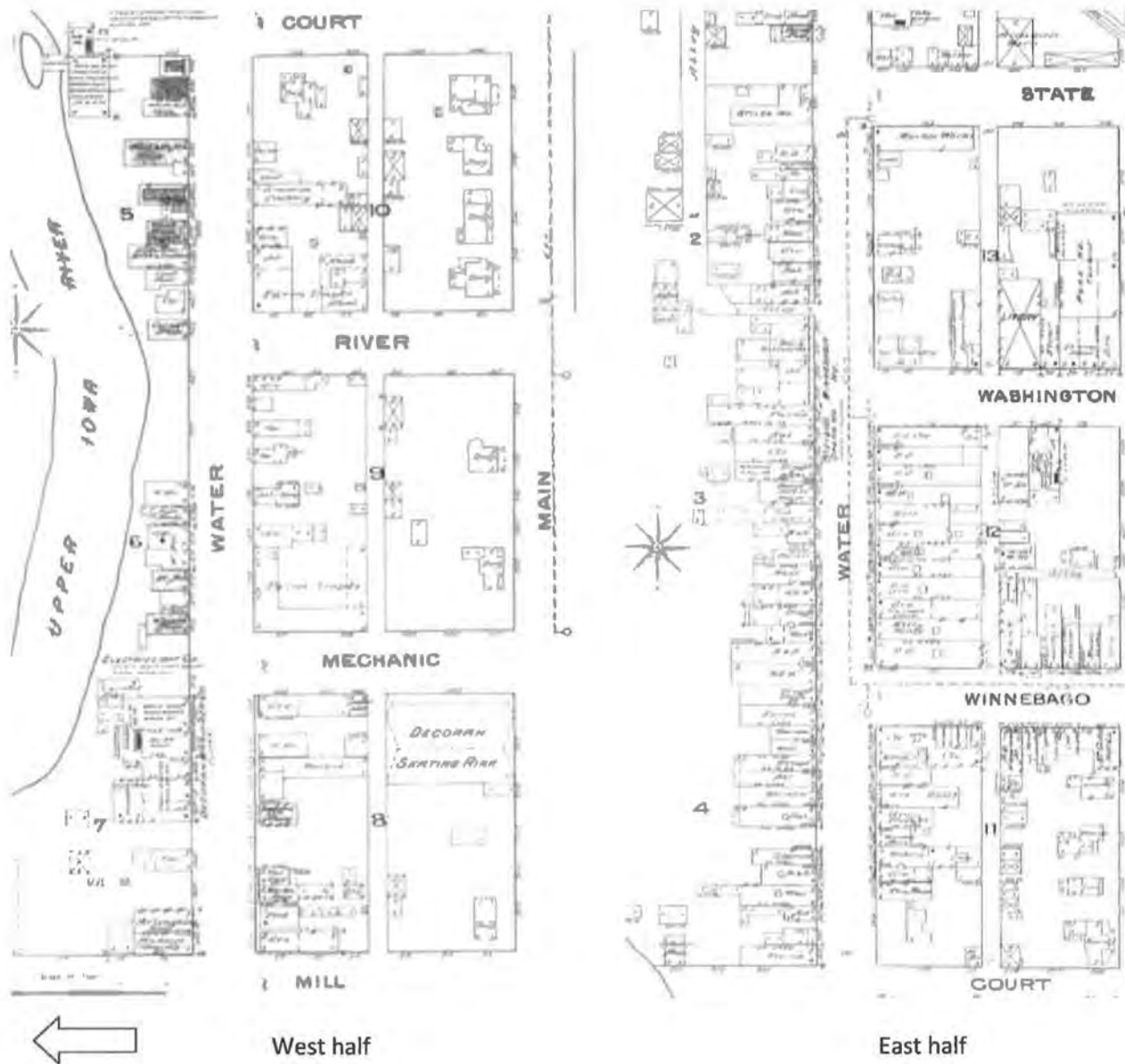
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Sanborn Map Co. fire insurance map of Decorah – 1885

(no scale on any Sanborn map)



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Sanborn Map Co. fire insurance map of Decorah - 1894



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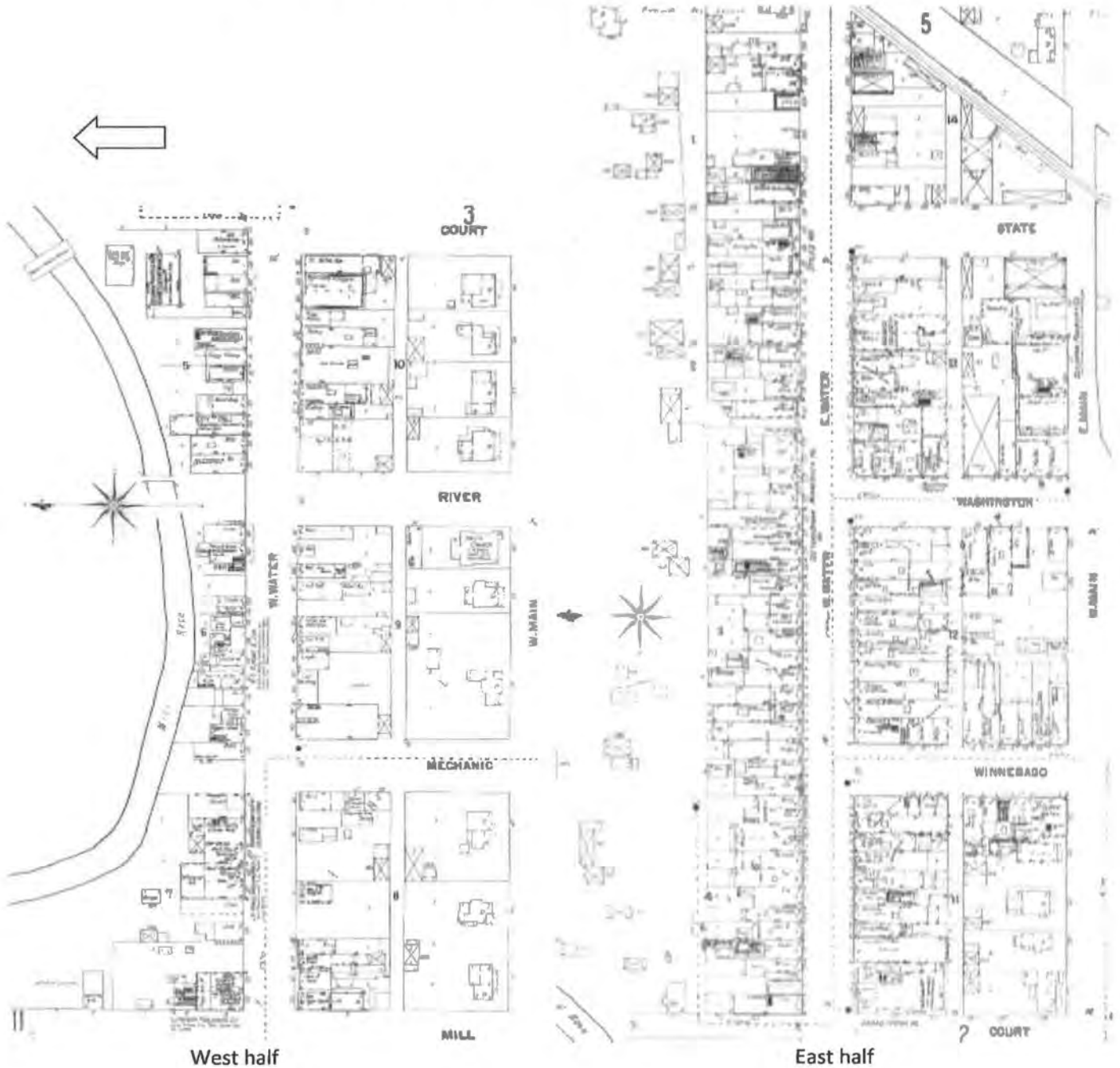
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Sanborn Map Co. fire insurance map of Decorah – 1902



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Sanborn Map Co. fire insurance map of Decorah – 1914



Top: West half
Bottom: East half



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Additional Historic Photographs (all from author's collection)



Birdseye view postcard, no date but after 1913 when the Civil War monument visible in the lower center area was dedicated. This view was likely taken from the roof of the courthouse. The intersection of W. Main and Winnebago streets is in the foreground. Water Street *per se* cannot be seen but is in the background, running from left to right.

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Additional Historic Photographs (all from author's collection)



Water Street, looking east, 1911. Nearest buildings are in the 200 block. The street is bricked but covered with dirt.

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Additional Historic Photographs (all from author's collection)



Undated color-wash postcard, probably 1900-1915. Looking north down Winnebago Street from W. Main Street at Relf Building, 128 W. Water St. The St. Cloud Hotel is the near building on the left.

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Additional Historic Photographs (all from author's collection)



"Master Masons" (described on reverse side of postcard) participate in a parade down Water Street, 1911. Camera is looking east toward the 100 block. The 1904 Winneshiek Hotel is the large, most distant building.

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Property Owners

BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
101 W. Water St.	V.I.D.A. LC	V.I.D.A. LC 208 Leif Erikson Dr. Decorah, IA 52101
105 W. Water St.	Juve, James R & Juve, Barbara E	Juve, James R & Juve, Barbara E 503 Locust Rd. Decorah, IA 52101
106 W. Water St.	Masonic Building Association	Masonic Building Association (Deed Holder) P.O. Box 181 Decorah, IA 52101-0181 Buss, Gordon R & Buss, Carmen S 3247 230 th St. Ridgeway, IA 52165
107 W. Water St.	Ruen, Otto (Deed Holder)	Riha, Frank & Riha, Jo Marie (Contract Holder) 704 W. Water St. Decorah, IA 52101 Riha, Frank & Jo Marie (Secondary Owner) Ronan, James (Secondary Owner) 704 W. Water St. Decorah, IA 52101
108 W. Water St.	Hammel, Joseph B & Hammel, Sheryl A	Hammel, Joseph B & Hammel, Sheryl A 108 W. Water St. Decorah, IA 52101
109 W. Water St.	Juve, James R & Juve, Barbara E	Juve, James R & Juve, Barbara E 503 Locust Rd. Decorah, IA 52101
110 W. Water St.	Rambo, Carole J	Rambo, Carole J 326 Bently Dr. Naples, FL 34110-8634
112 W. Water St.	Rattenborg, Kathryn N,	Rattenborg, Kathryn N 813 Ridge Rd. Decorah, IA 52101
113 W. Water St.	Panoch, James M & Foels, Joellen	Panoch, James M & Foels, Joellen 1689 127 th Ave. Castalia, IA 52138

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
114 W. Water St.	V.I.D.A. LC	V.I.D.A. LC 208 Leif Erikson Dr. Decorah, IA 52101
115 W. Water St.	Porter, Janet C.	Porter, Janet C. 1010 Bruening Dr. Decorah, IA 52101
116 W. Water St.	Kleve, Linus & Kleve, Sharon	Kleve, Linus & Kleve, Sharon 2578 CO Rd B16 Calmar, IA 52132
117 W. Water St.	Bonnet, Andrew J & Bonnet, Kimberly M	Bonnet, Andrew J & Bonnet, Kimberly M 1672 Augusta Rd. Decorah, IA 52101
118 W. Water St.	Winneshiek Terminal Inc.	Winneshiek Terminal Inc. P.O. Box 127 Decorah, IA 52101
120 W. Water St.	Bank Of The West	Bank Of The West P.O. Box 5155 San Ramon, CA 94583-5155
121 W. Water St.	Trytten, Dianne & Trytten, Richard	Trytten, Dianne & Trytten, Richard 121 W. Water St. Decorah, IA 52101
123 W. Water St.	JKN Properties LLP	JKN Properties LLP 123 W. Water St. Decorah, IA 52101
128 W. Water St.	Hadley, Ross W & Hadley, Nori L	Hadley, Ross W & Hadley, Nori L 2563 Magnolia Rd. Decorah, IA 52101
130 W. Water St.	Hadley, Ross & Hadley, Nori	Hadley, Ross W & Hadley, Nori L 2563 Magnolia Rd. Decorah, IA 52101
200 W. Water St.	Casterton, Bernard W & Martha G Revocable Trust	Casterton, Bernard W & Martha G Revocable Trust 2521 St. Hwy 9 Decorah, IA 52101
201 W. Water St.	V.I.D.A. LC	V.I.D.A. LC 208 Leif Erikson Dr. Decorah, IA 52101

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
202 W. Water St.	Ritner, Rodney G & Ritner, Kathleen M	Ritner, Rodney G. & Ritner, Kathleen M 2275 CO Rd. W42 Decorah, IA 52101
206 W. Water St.	Two-Bocks Inc	Two-Bocks Inc 206 W. Water St. Decorah, IA 52101
207 W. Water St.	Bnsk Inc	Bnsk Inc 404 St. Hwy 9 Decorah, IA 52101
208 W. Water St.	Juve, James R & Juve, Barbara E	Juve, James R & Juve, Barbara E 503 Locust Rd. Decorah, IA 52101
210 W. Water St.	Finholt, Mark	Finholt, Mark 16470 Kingswood Dr. Lakeville, MN 55044-8929
211 W. Water St.	B & J LLC	B & J LLC C/O Bob Tupy 211 W. Water St. Decorah, IA 52101
212 W. Water St.	P.S.T. LLC	P.S.T. LLC %Yeomans, Todd A 113 Blackhawk Ave. Prairie Du Chien, WI 53821
213 W. Water St.	Juve, James R & Juve, Barbara E	Juve, James R & Juve, Barbara E 503 Locust Rd. Decorah, IA 52101
216 W. Water St.	Andreas Prime Trust	Andreas Prime Trust Dotseth, Frank R, Executive Trustee P.O. Box 7 Decorah, IA 52101
217 W. Water St.	Modish LLC	Modish LLC 217 W. Water St. Decorah, IA 52101
218 W. Water St.	Andreas Prime Trust	Andreas Prime Trust Dotseth, Frank R, Executive Trustee P.O. Box 7 Decorah, IA 52101
219 W. Water St.	Interstate Power Company (Alliant Energy)	Interstate Power Company (Alliant Energy) Tax Department 4902 North Biltmore Lane Suite 1000

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
		Madison, WI 53718-2148
220 W. Water St.	Smock, Dennis D & Smock, Emmarene M	Smock, Dennis D & Smock, Emmarene M 1109 Skyline Dr. Decorah, IA 52101
222 W. Water St.	Massman, Thomas J & Massman, Barbara J	Massman, Thomas J & Massman, Barbara J 1510 Laurel Dr. Decorah, IA 52101
224 W. Water St.	Olsgard, Debra L & Berg, Jeanine A	Copyland 224 W. Water St. Decorah, IA 52101
300 W. Water St.	Zook, Lee & Heikes, Janice	Zook, Lee & Heikes, Janice 300 ½ W. Water St. Decorah, IA 52101-1730
301 W. Water St.	Smock, Dennis D & Smock, Emmarene M	Smock, Dennis D & Smock, Emmarene M 1109 Skyline Dr Decorah, IA 52101
303 W. Water St.	Niess, Jody L	Niess, Jody & Ellickson, Dale 303 W. Water St. Decorah, IA 52101
304 W. Water St.	Hable, Trace	Hable, Trace 2339 255 th Ave. Decorah, IA 52101
306 W. Water St.	Folkedahl, Jayme R & Folkedahl, Melissa S (Deed Holder)	Elidas Pilates & Wellness Center Inc 1652 Augusta Rd. Decorah, IA 52101
307 W. Water St.	Your Place LC	Bockman, Tom P.O. Box 3 Decorah, IA 52101
309 W. Water St.	Zahasky, Roseann M.	Zahasky, Roseann M. 620 Center St. Decorah, IA 52101
310 W. Water St.	Cutting, Craig B & Cutting, Ellen L (Deed Holder)	Oneota Community Cooperative (Contract Holder) 312 W. Water St. Decorah, IA 52101 Cutting, Craig B & Cutting, Ellen L

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
		405 Center Ave Decorah, IA 52101
311 W. Water St.	Casterton, Charles B	Casterton, Charles B 2586 Quarry Hill Rd. Decorah, IA 52101
312 W. Water St.	Oneota Community Cooperative	Oneota Community Cooperative 312 W. Water St. Decorah, IA 52101
(315) W. Water St.	Viking State Bank & Trust	Viking State Bank & Trust 321 W. Water St. P.O. Box 429 Decorah, IA 52101
321 W. Water St.	Viking State Bank & Trust	Viking State Bank & Trust 321 W. Water St. P.O. Box 429 Decorah, IA 52101
400 W. Water St.	Lookingglass LLC	Driftless LLC (Contract Holder) 400 W. Water St. Decorah, IA 52101 Lookingglass LLC 400 W. Water St. Decorah, IA 52101
401 W. Water St.	North Slope Estates LLC	North Slope Estates LLC 308 College Dr. Ste #2 Decorah, IA 52101
402-404 W. Water St.	Wangsness, Norma Joann Rev Trust	Wangsness, Norma Joann Rev Trust 603 W. Water St. Decorah, IA 52101
403 W. Water St.	Weis Financial Inc	Weis Financial Inc 403 W. Water St. Decorah, IA 52101
406 W. Water St.	Stevenson, Drew M & Jones, Maria N	Stevenson, Drew M & Jones, Maria N 1403 Oneota Dr. Decorah, IA 52101
408 W. Water St.	Harvey, Darrell/Etal & Harvey, Gerald/Le	Harvey, Darrell/Etal & Harvey, Gerald/Le 408 W. Water St. Decorah, IA 52101

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
410 W. Water St.	Running, Craig	Running, Craig 205 Riverside Ave. Decorah, IA 52101
411 W. Water St.	Matter, Nathan P	Matter, Nathan P 604 E. Main St. Decorah, IA 52101
412 W. Water St.	Long, Dianne	Long, Dianne 412 W. Water St. Decorah, IA 52101
415 W. Water St.	Finholt, Mary Jo	Finholt, Mary Jo 2035 320 th St. Decorah, IA 52101
418 W. Water St.	Northeast Iowa Montessori School Inc	Northeast Iowa Montessori School Inc 418 W. Water St. Decorah, IA 52101
421 W. Water St.	Charles Nicholas Rowley Realty Group Inc	Charles Nicholas Rowley Realty Group Inc 421 W. Water St. P.O. Box 228 Decorah, IA 52101
501 W. Water St.	Hawkeye Towers LLC	Hawkeye Towers LLC 908 Pine Ridge CT Decorah, IA 52101
502 W. Water St.	Norwegian American Museum	Norwegian American Museum 523 W. Water St. P.O. Box 379 Decorah, IA 52101
507 W. Water St.	Decorah Area Chamber of Commerce Inc	Decorah Area Chamber of Commerce Inc 300 W. Water St. Decorah, IA 52101
508 W. Water St.	Vesterheim Norwegian-American Museum	Vesterheim Norwegian-American Museum 523 W. Water St. P.O. Box 379 Decorah, IA 52101
510 W. Water St.	Vesterheim Norwegian-American Museum	Vesterheim Norwegian-American Museum 523 W. Water St. P.O. Box 379 Decorah, IA 52101
511 W. Water St.	Sollien, Mary Lou Revocable Trust	Sollien, Mary Lou Revocable Trust C/O Sollien, David 434 Thomas Ave S Minneapolis, MN 55405

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
		MSK Real Estate (Contract Holder) P.O. Box 381 Manchester, IA 52057
512 W. Water St.	Vesterheim Norwegian-American Museum	Vesterheim Norwegian-American Museum 523 W. Water St. P.O. Box 379 Decorah, IA 52101
516 W. Water St.	Norwegian-American Museum	Norwegian American Museum 523 W. Water St. P.O. Box 379 Decorah, IA 52101
517 W. Water St.	Pipho, Jonthan P & Pipho, Amy J	Pipho, Jonathan P & Pipho, Amy J 1009 Nordic Dr. Decorah, IA 52101
520 W. Water St.	Vesterheim Norwegian-American Museum	Vesterheim Norwegian-American Museum 523 W. Water St. P.O. Box 379 Decorah, IA 52101
521 W. Water St.	Grinna, James B & Grinna, Londa K	Grinna, James B & Grinna, Londa K 2419 Tamarack Dr. Rd. Decorah, IA 52101
523 W. Water St.	Vesterheim Norwegian-American Museum	Vesterheim Norwegian-American Museum 523 W. Water St. P.O. Box 379 Decorah, IA 52101
101 E. Water St.	Nelson, Andrew P & Nelson, Nancy E	Nelson, Andrew P & Nelson, Nancy E P.O. Box 126 Decorah, IA 52101
102-104 E. Water St.	Rebound Winneshiek	Rebound Winneshiek 104 E. Water St. Decorah, IA 521001
105 E. Water St.	Anundsen Publishing	Anundsen Publishing P.O. Box 230 Decorah, IA 52101
106 E. Water St.	V.I.D.A. LC	Decorah Loft LLC (Contract Holder) 4331 Woodland Ave. Des Moines, IA 50312 V.I.D.A. LC 208 Leif Erikson Dr. Decorah, IA 52101

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
107 E. Water St.	Anundsen Publishing	Anundsen Publishing P.O. Box 230 Decorah, IA 52101
109 E. Water St.	Decorah News Co	Decorah News Co P.O. Box 350 Decorah, IA 52101
110 E. Water St.	White, Constance S Living Trust	White, Constance S Living Trust 2038 Grandview Rd. Decorah, IA 52101
111 E. Water St.	Revelation Inc	Carlson, Scott 111 E. Water St. Decorah, IA 52101
113 E. Water St.	Andreas prime Trust	Andreas Prime Trust Dotseth, Frank R, Executive Trustee P.O. Box 7 Decorah, IA 52101
117 E. Water St.	Petey Properties LLC	Petey Properties LLC %Peterson, Pamela K 12 Winterberry Ct. Whitehouse Station, NJ 08889
118 E. Water St.	Steinhofer, Brent W & Steinhofer, Tovah L Dvorak	Steinhofer, Brent W & Steinhofer, Tovah L Dvorak 417 W. South St. Stoughton, WI 53589
119 E. Water St.	Norwegian Mutual Insurance	Norwegian Mutual Insurance 119 E. Water St. Decorah, IA 52101
120 E. Water St.	Olson Living Trust	Olson Living Trust 1564 St. Hwy 9 Decorah, IA 52101
121 E. Water St.	Gehling, Vincent J & Gehling, James	Gehling, Vincent J & Gehling, James 121 E. Water St. Decorah, IA 52101
126 E. Water St.	Kephart, Russell L Jr & Kephart, Thela Lynne Rev Trust	Kephart, Russell L Jr 26770 Sioux Trl Madison Lake, MN 56063 Kephart, Thela Lynne Rev Trust 126 E Water St. Apt 1 Decorah, IA 52101

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
201 E. Water St.	Pena Building Decorah LLC	Pena Building Decorah LLC 702 E. Main St. Decorah, IA 52101
202 E. Water St.	Decorah Bank & Trust Company	Decorah Bank & Trust Company P.O. Box 380 Decorah, IA 52101
207 E. Water St.	Marten, Gregory A & Marten, Diann T	Marten, Gregory A & Marten, Diann T 2726 Clay Hill Rd. Decorah, IA 52101
213 E. Water St.	Wemark, Jeffrey Alan	Wemark, Jeffrey Alan 2940 Olliendieck Rd. Ridgeway, IA 52165
215 E. Water St.	Schmelzer, Jacqueline M (Lensing)	Schmelzer, Jacqueline M (Lensing) 215 E. Water St. Decorah, IA 52101
217 E. Water St.	Felke, Leon R & Felke, Sandy S	Felke, Leon & Felke, Sandy S 304 Us Hwy 9 W Decorah, IA 52101
218 E. Water St.	Decorah Bank & Trust Company	Decorah Bank & Trust Company P.O. Box 380 Decorah, IA 52101
220 E. Water St.	Gosen, Richard	Gosen, Richard 220 ½ E. Water St. Decorah, IA 52101
222 E. Water St.	Todd, Shawna K	Todd, Shawna K 449 N Royal Troon Dakota Dune, SD 57049
226 E. Water St.	Irvin, William James	Irvin, William James 809 S. Mill St. Decorah, IA 52101-2028
228 E. Water St.	Lukes, LLC	Lukes, LLC 802 Clearview Dr. Decorah, IA 52101
300 E. Water St.	Reagan, Kelly V	Reagan, Kelly V 300 E. Water St. Decorah, IA 52101

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
108 Washington St.	Anundsen Publishing	Anundsen Publishing P.O. Box 230 Decorah, IA 52101
110 Washington St.	Team Krieg LLC	Team Krieg LLC 110 Washington St. Ste 4 Decorah, IA 52101
115 Washington St.	Decorah Covenant Church	Decorah Covenant Church 115 Washington St. Decorah, IA 52101
116 Washington St.	Williams, Michelle	Williams, Michelle 314 Day St. Decorah, IA 52101
118 Washington St.	Brown, Jeffrey A & Brown, Anja	Brown, Jeffery A & Brown, Anja 2555 Clay Hills Rd. Decorah, IA 52101
120 Washington St.	Betteridge, Brian C & Betteridge, Margaret J (Deed Holder)	Sheahan, Joanie C & Smeby, Mark O (Contract Holder) 2566 Ice Cave Rd. Decorah, IA 52101 Betteridge, Brian C & Betteridge, Margaret J c/o Joanie Sheahan & Mark Smeby 2566 Ice Cave Rd. Decorah, IA 52101
110 Winnebago St.	Broadway Trust	Broadway Trust C. Jaye Hamilton, Trustee P.O. Box 7 Decorah, IA 52101
111 Winnebago St.	Burgdorf, Sherry Y Trust	Burgdorf, Sherry Y Trust % Burgdorf, Andrew & Townswick, Stanley 310 Decorah Ave. Decorah, IA 52101
112 Winnebago St.	Sims, James N Trustees Of The James N Sims	Sims, James N Trustees Of The James N Sims 2371 Middle Calmar Rd. Decorah, IA 52101
113 Winnebago St.	Hibbs, Nanette & Williams, Michelle	Hibbs, Nanette & Williams, Michelle 718 Washington St. Decorah, IA 52101
114 Winnebago St.	Peterson, Donald A	Peterson, Chip (Donald A) & Peterson, Susan 1003 Ridge Rd. Decorah, IA 52101

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BUILDING ADDRESS	PROPERTY OWNER	MAILING ADDRESS
115 Winnebago St.	Vick, Greg A & Vick, Kathy L	Vick, Greg A & Vick, Kathy L 501 Pine Crest Dr. Decorah, IA 52101
116 Winnebago St.	Goulson, Roger (Deed Holder)	Goulson, Roger P.O. Box 319 Decorah, IA 52101
117 Winnebago St.	Vick, Greg A & Vick, Kathy L	Vick, Greg A & Vick, Kathy L 501 Pine Crest Dr. Decorah, IA 52101
118 Winnebago St.	Ritner, Rodney G & Ritner, Kathleen M	Ritner, Rodney G & Ritner, Kathleen M 2275 Co Rd W42 Decorah, IA 52101
301 W. Day Spring Ln.	Decorah Woolen Mill LP	Humpal, Mary Ann 305 Montgomery St. P.O. Box 487 Decorah, IA 52101
110 Court St.	The Cobblestone Partnership	The Cobblestone Partnership Friest, James W 110 Court St. Decorah, IA 52101
119 Court St.	Century Link	Century Link c/o Keith Zilka, Communications Technician 119 Court St. Decorah, IA 52101
112 W. Main St.	Spilde, Daniel	Spilde, Daniel 134 Perfect Dr. Daytona Beach, FL 32124
202 W. Main St.	St. Cloud LC	St. Cloud LC % Timp, Martin 1762 240 th Ave Calmar, IA 52132



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AMERICAN
MUSEUM



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the Power
of Nature's
Living Life

VESTERHEIM
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AMERICAN
MUSEUM



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SPICECREATE

RESTAURANT





Preston Morgan
Don & Ellen H.
Bruening
Visitor Center
Admission
Orientation
Information

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COMMERCE

BUSINESS & VISITOR
Economic DEVELOPMENT
CHAMBER OF COMMERCE
VISITOR CENTER

VISITOR CENTER

Northwestern
Mutual

Edward Jones



ky Quilt Co.

Sewing • Quilting • Embroidery

BERNINA

Red-Star

OLD ARMORY

★

BBO

★

OLD ARMORY

THE COURTY





DO NOT
ENTER





CENTRAL BLOCK
1901

 **Blue Heron Knittery**
Purveyor of fine yarns, knitting, crocheting and spinning supplies

NO
PARKING

PLACE

BUD LIGHT

ZAHASKY
PROFESSIONAL BUILDING

309

DECORAH FURNITURE

20-50% off storewide!

20-50% off storewide!

1880
K.I. HAUGEN





Donlon's Gifts

Japanese Food
SUSHI

190 6753

190 6753

190 6753



THE SPORT SHOP

Edge

MARGARET'S

COMING SOON



WINNEBAGO ST

NO PARKING

PUBLIC RESTROOM

PERMITTED PARKING
NO PARKING
NO STANDING

NO BICYCLES ON SIDEWALK



POPE & WEST

verizon wireless
BeMobile | Premium Retailer

BRUENING

HAMMEL
JEWELERS



BANK BLOCK

ACKER NELSON & CO. P

HAPPINESS IS
Gift Shop

RUBAIYAT

BARGAIN OUTLET

NO BICYCLES ON SIDEWALK

BACK OF STORE



Penney's

LOVE MOM

LOVE MOM





HOTEL WASHINGTON

Agora Arts
Local Artists

Local Artists

Poco



The Kitchen Place

Mabe's PIZZA

GXP

GXP

GAMES

Restaurant

Ruby's Catering



Bay window structure with multiple panes and decorative elements.

Water
KDRAL JEWELRY

ONE WAY
DO NOT ENTER
No Right Turn

Bench

Fire hydrant

Tree

Red awning

Sign

Lamp post

Person



Corner BAR

ART'S MUSIC

NO BIKES ON SIDEWALK

NO BIKES ON SIDEWALK



A two-story red brick building with a flat roof. The ground floor features large glass windows and a red door. The second floor has several windows with arched tops. A green street lamp stands in front of the building.

A single-story building with a light-colored stone facade. A circular blue sign with white text reads "Mane Event HAIR STYLING".

A two-story building with a red facade. A sign for "Mane Event Hair Styling" is visible on the ground floor. A sign for "FAM MEX RESTA" is visible on the upper floor.

A white SUV parked on the left side of the street.

A white car parked on the right side of the street.

A dark pickup truck parked on the right side of the street.

A dark sedan parked on the right side of the street.

A green street lamp standing in the foreground.

A white air conditioning unit on the ground.

A blue trash bin on the ground.

FAM MEX RESTA



Coffee Bar at the Perfect Edge
THE PERFECT EDGE

LaRana

ONE WAY

W 1st St





US DOT 1125505 1A

CHEVROLET

Jeep

Anundsen
publishing co

MANHOLE COVER



ROWLEY BLDG.

The Hardware

Rack Shack

PETRIAN PHOTOGRAPHY



NO PARKING
EXCEPT FOR
LOADING AND UNLOADING
PASSENGERS
OR MERCHANDISE

Blount County
Historical Society



VESTERHEIM AMDAL - ODLAND HERITAGE CENTER

521
WEST WATER
STREET

VESTERHEIM
AMDAL - ODLAND
HERITAGE
CENTER

W WATER ST





TATTOO

T-Bock's Sports Bar & Grill
BEST BURGERS AROUND

T-Bock's
SPORTS BAR & GRILL



RELF

SWILSON'S
Candles & More

Amundson's Clothing

the goodfoot



JOHN CURTIN

1894

Productions

Gallery of Tops

SCREENPRINTING & EMBROIDERY

BOOKS

BOOKS

verizon wireless
BeMobile | Premium Retailer

OPEN

STORE WIDE SALE



H&R BLOCK
563-382-8797

The Master's Touch
BOOKS + GIFTS + MUSIC

Hallmark
GOLD CROWN

RESTAURATION

GAIN OUTLET

QUITTING
BUSINESS

Greeting
Cards
50%
off

EVERYTHING
MUST GO!

RUBAIYAT *food for thought*

HAPPINESS IS
Gift Shop





YESTERDAY & COLLECT



113 115
*1 *1*2

PARTY SUPPLIES
TOYS STATIONERY
GREETING CARDS
HOUSEWARES GIFTS

BARGAIN OUTLET

Country Garden
Fresh Flowers

SALE
QUITTING

Greeting Cards
50% off





THE HOUSE OF YORK



220

SERVICE and SALES

222-1



Happy!

COMPASS



DECORAH



Coffee Bar at the Perfect Edge

THE PERFECT EDGE

LaRana
Bistro

ONE WAY

WASHINGTON ST

yoga room



NO PARKING

NO PARKING





U.S. Cellular
AUTHORIZED AGENT

RadioShack
DEALER



PETERSON PHOTOGRAPHY



WINNESHIEK TIT





KER NELSON & CO.

Official Supplier of the
HAWKEYES
EST. 1903





RELF

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Decorah Commercial Historic District

Multiple Name: Iowa's Main Street Commercial Architecture MPS

State & County: IOWA, Winneshiek

Date Received:
7/7/2017

Date of Pending List:
8/2/2017

Date of 16th Day:
8/17/2017

Date of 45th Day:
8/21/2017

Date of Weekly List:

Reference number: MP100001482

Nominator: State

Reason For Review:

Appeal

PDIL

Text/Data Issue

SHPO Request

Landscape

Photo

Waiver

National

Map/Boundary

Resubmission

Mobile Resource

Period

Other

TCP

Less than 50 years

CLG

Accept

Return

Reject

8/21/2017 Date

Abstract/Summary
Comments:

Recommendation/ Criteria Accept, National Register Criterion A.

Reviewer Patrick Andrus

Patrick Andrus

Discipline Historian

Telephone (202)354-2218

Date

8/21/2017

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.

**CERTIFIED LOCAL GOVERNMENT
NATIONAL REGISTER NOMINATION
EVALUATION REPORT FORM**

RECEIVED
APR 17 2017
by SHPO

As a participant in the Certified Local Government Program (CLG), the Historic Preservation Commission is required to review and comment on proposed National Register nominations of properties within its jurisdiction. The State is required to provide the CLG with a 60-day period for the review prior to a State Nominations Review Committee (SNRC) meeting. This form must be received by the State Historic Preservation Office (SHPO) five days in advance of the State Nomination Review Committee (SNRC) meeting.

(Please print clearly)

Historic Property Name: Decorah Commercial Historic District _____
Address: ___ Blks:500-100 WWater;100-200 EWater;100 Washington;100 Winnebago;parts WMain, Court, WDay Spring _
Certified Local Government Name: __Decorah Historic Preservation Commission
Date of public meeting for nomination review: April 10, 2017

Applicable Criteria: (Please Check the Appropriate Box)

- | | |
|---|---|
| <input checked="" type="checkbox"/> Criterion A (Historical Events) | <input type="checkbox"/> Criterion C (Architecture) |
| <input type="checkbox"/> Criterion B (Important Person) | <input type="checkbox"/> Criterion D (Archaeological) |

Please check the following box that is appropriate to the nomination (Please print clearly).

- The Commission recommends that the property should be listed on the National Register of Historic Places.
- The Commission recommends that the property should not be listed in the National Register for the following reasons: _____
- The Commission chooses not to make a recommendation on this nomination for the following reasons: _____
- The Commission would like to make the following recommendations regarding the nomination: (use additional sheets if necessary): _____

Official Signatures Required Below

Historic Review Board Chair or Representative

Print Name: Mark Z. Muggli, DHPC chair _____ Approved Not Approved

Signature: Mark Z Muggli

Chief Elected Official

Print Name: Don Arendt, Decorah Mayor _____ Approved Not Approved

Signature: Don Arendt

Professional Evaluation

Print Name: Sara Andra _____ Approved Not Approved

Signature: [Signature]

**IOWA DEPARTMENT OF
CULTURAL AFFAIRS**

MARY COWNIE, DIRECTOR
CHRIS KRAMER, DEPUTY DIRECTOR

TERRY E. BRANSTAD, GOVERNOR
KIM REYNOLDS, LT. GOVERNOR



IOWA
ARTS
COUNCIL

May 1, 2017

PRODUCE
IOWA

J. Paul Loether, Deputy Keeper and Chief
National Register and National Historic Landmarks
1201 Eye St. NW, 8th Fl.
Washington D.C. 20005

STATE HISTORICAL
SOCIETY OF IOWA

Dear Mr. Loether:

STATE HISTORICAL
MUSEUM OF IOWA

The following National Register nomination(s) from Iowa are enclosed for your review and listing if acceptable.

STATE HISTORICAL
LIBRARY & ARCHIVES

Decorah Commercial Historic District, Decorah, Winneshiek County. A historic district with 126 resources, including two previously listed in the National Register. The district has been found eligible under Criterion A as the commercial center of Decorah, Iowa. The Period of Significance begins with the arrival of industry in 1853 to 1967 the arbitrary 50 year end date within the NPS rules. The district reflects the evolving patterns of commerce over the course of 164 years.

STATE
HISTORIC
SITES

Thank you for your consideration.

Sincerely,

Elizabeth Foster
National Register Coordinator
State Historical Society of Iowa

STATE HISTORIC
PRESERVATION
OFFICE OF IOWA

IOWA
HISTORICAL
FOUNDATION