

United States Department of the Interior
National Park Service

RS100004052

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.

1. Name of Property

Historic name: New England Telephone and Telegraph Engineering Office

Other names/site number: Standard Modern Company Printing Office

Name of related multiple property listing:

N/A

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

2. Location

Street & number: 47 Pleasant Street

City or town: Brockton State: MA County: Plymouth

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Applicable National Register Criteria:

A B C D

<u>Brona Swion</u>		<u>November 8, 2019</u>
Signature of certifying official/Title:	SHPO	Date
State or Federal agency/bureau or Tribal Government		

In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

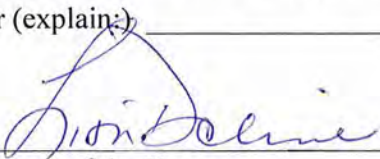
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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain): _____



Signature of the Keeper

12/3/19

Date of Action

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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u> </u>	Total

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY: communications facility

COMMERCE/TRADE: business

Current Functions

(Enter categories from instructions.)

VACANT

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS: Classical Revival

Materials: (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE, BRICK, SYNTHETIC: rubber

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The New England Telephone and Telegraph Engineering Office at 47 Pleasant Street in downtown Brockton, is a modest Classical Revival-style building designed by Brockton architect Charles T. Olson and erected in 1923, in two parts, with a third section added after 1950. Its main block, three bays wide, two bays deep, is built of brick, two stories in height, and with a flat roof. Architectural details include a shallow corbelled cornice and narrow parapet with cast concrete capstone, simple brick pilasters, and a bracketed, cast-concrete hood above the entry door. Most of the sash is metal replacement, and some window openings have been covered in wood or vinyl siding; however, one earlier multi-light industrial steel sash appears to remain at the southern end of the west elevation. Also built in 1923, and attached to the building's eastern side, is a utilitarian five bay, single story, brick garage building with replacement metal windows and entry doors. Across the rear of the building is a single-story addition, 11 bays wide, built of concrete block with a flat roof. The addition, built sometime after 1950 retains ten 10-light industrial sash windows and a single metal door. Despite late 20th-century alterations, the exterior of the New England Telephone and Telegraph Engineering Office remains remarkably intact.

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Narrative Description

The building is located on the north side of Pleasant Street to the west of North Main Street in downtown Brockton. 47 Pleasant Street is set back approximately 85 feet from the edge of the street and is separated by a paved parking lot. The building is comprised of a two-story brick over steel frame office block which is roughly 57 feet wide by 82 feet deep; a one-story brick over steel frame garage block to the east which is roughly 59 feet wide by 82 feet deep and a one-story concrete block addition measuring approximately 112 feet wide by 30 feet deep extends along the rear elevation. The two-story office block and one-story garage both date from 1923 (Photos 1 and 2). The one-story concrete block rear addition was constructed after 1950.

The two-story, three-bay wide by five-bay deep building is utilitarian in design but with minor stylistic design elements suggestive of the Classical Revival style including the door hood, jack arches, corbelled brick cornice and pilasters (Photo 3). The building is constructed of steel frame and brick laid in an eight-course common bond on a raised poured concrete foundation. The building terminates in a flat roof with parapet which is defined by a corbelled brick cornice and cast concrete capstone. The facade features a regular punctuated fenestration marked by brick pilasters. Window openings are singular, paired or in ganged sets of three. All window openings are recessed from the exterior wall plane and feature a metal lintel and cast concrete sills. Additionally, the windows of the second floor are capped by a brick flat arch. The industrial sash windows on the facade have been infilled with metal frame replacements. Access is provided by a single-light and metal frame replacement door at the west end of the facade. A bracketed cast concrete hood capped by copper is located above. A short flight of cast concrete steps provides access to the entry. Other window openings on the side elevations have been infilled by metal frame replacements or covered over by wood paneling on the west elevation or vinyl siding on the east elevation. Like the facade, the window openings down the side elevations are singular, paired or in ganged sets of three. One, singular, 12-light industrial steel sash window remains at the south end of the west elevation and one ganged set of three industrial sash windows is visible behind the vinyl siding on the east elevation.

A one-story, five-bay wide brick block projects from the east elevation of the office block. The block was originally used as a garage. Like the two-story block to the west, the garage block is constructed of steel frame and brick lay in an eight-course common bond. The building terminates in a flat roof with parapet. Entries to this block are located on the south elevation; the west end of the facade features two single metal entry doors within the first structural bay while a loading dock entry is located to the structural bay to the east. A single recessed window opening is located in the three remaining bays to the east; a metal frame replacement window infills each opening.

A one-story, eleven-bay wide concrete block addition extends out along the full-width of rear (north) elevation (Photos 4 and 5). The building terminates in a flat roof. Ten, ten-light industrial

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sash windows are located along the north elevation. A single metal entry door is located to the west.

The interior of the building is divided into the two-story brick office block with divided office on both floors; the voluminous garage block, which is open floor to ceiling, and the one-story concrete block addition to the rear. Interior wall surfaces consist of drywall and some exposed brick. Ceilings are acoustic tile and drywall with some exposed metal truss (Photo 6) and flooring is carpet, vinyl and concrete.

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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.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

COMMUNICATIONS

ARCHITECTURE

Period of Significance

1923-1950

Significant Dates

1923

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Charles T. Olson

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The industrial building located at 47 Pleasant Street was purpose built in 1923 for the Engineering Offices of the New England Telephone and Telegraph Company, the regional Bell Operating Company that provided telephone service to most of the New England region from its incorporation in 1883 until the break-up of the Bell monopoly a century later. The Engineering Offices building was one of two buildings constructed by the New England Telephone and Telegraph Company in Brockton. The other building, the Telephone Exchange, was constructed ca. 1909 and is slated for demolition. The loss of the Telephone Exchange increases the significance of the Engineering Offices as the only remaining building in Brockton constructed by the New England Telephone and Telegraph Company. Additionally, no other purpose-built engineering offices constructed by the New England Telephone Company have been documented in Massachusetts, rendering this building unique in the state. The building is eligible under Criterion A for its association with the early 20th century development and proliferation of the telephone and the New England Telephone and Telegraph Company. The building has a high degree of architectural integrity, retaining original fabric including windows, cladding and decorative cast concrete features. The building is also eligible under Criterion C as a local example of a classically inspired commercial building in Brockton designed by local architect Charles T. Olson. The period of significance begins in 1923 with the building's construction, and ends in 1950 when it was no longer occupied by the New England Telephone and Telegraph Company.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Communications

The New England Telephone and Telegraph Engineering Office Building is significant in the area of communications for its associations with an important New England telephone company. New England Telephone and Telegraph Company began operations in 1883 and continued to serve much of the New England area as its regulated utility until the breakup of the Bell System in 1984. The New England Telephone and Telegraph Engineering Office Building was constructed by the New England Telephone and Telegraph Company as a support structure to the Central Office also referred to as the Telephone Exchange Building at 26 School Street in Brockton. The offices within 47 Pleasant Street were primarily designing and overseeing the installation of telephone cables and other equipment so that the exchange could operate more efficiently.

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Architecture

Designed by Brockton architect Charles T. Olson, the New England Telephone and Telegraph Engineering Office is a representative example of Classical Revival style architecture as applied to a utilitarian office building, with a shallow corbelled cornice and a narrow parapet with cast-concrete capstone, simple brick pilasters, and a bracketed, cast-concrete hood above the entry door. Executed in red brick, the building has the bulk of its ornamentation on the south elevation fronting on Pleasant Street. Despite replacement of doors and windows, the building remains an important local example of the style..

Historical Background

Now a suburban community, Brockton is situated in southeastern Massachusetts, bordered by Stoughton on the northwest, Avon and Holbrook on the north, Abington on the northeast, Whitman on the east, Bridgewater on the south, and Easton on the west. Brockton is located approximately 26 miles south of Boston. The city was first incorporated as Bridgewater's North Precinct in 1738, and became the town of North Bridgewater in 1821; it was incorporated as the City of Brockton in 1881. During the 19th century, Brockton evolved from a primarily agricultural area to a city with a diverse set of commercial and industrial enterprises. By the 1890s, Brockton was a major industrial center in Plymouth County, and a leading manufacturer of boots and shoes in Massachusetts.

The textile industry began in Brockton during the early Industrial Period (1830-1870). Consistent with many New England towns, mills were first powered by water (MHC Town Report: Brockton). The Bridgewater Manufacturing Co. (1813) built a cotton and woolen factory that is believed to have survived into the 1840s. The early boot and shoe and tanning industries, which had existed since the 1770s, entered a new, more productive phase before the Civil War, serving the southern states. During the Civil War, Brockton shoe manufacturers produced shoes and boots made specifically for Union soldiers. After the war, shoe manufacturing for the general population continued to soar in Brockton.

Evolving transportation systems were central to Brockton's economic growth. In 1846, the Old Colony Railroad built a line that ran through the center of North Bridgewater (now Brockton). The Brockton Street Railway Company began operation in 1881, running horse-drawn cars along Main Street from the Montello neighborhood at the northeast part of Brockton, located approximately a half mile north of the district off Montello Street, to the Campello neighborhood, located approximately three quarters of a mile south of the district, at the south border of the city. A parallel route ran through the business district along Montello Street. When the electric trolley line replaced the horsecars in 1891 and connected to neighboring towns, it was one of the earliest electric trolley lines in the country. The short runs provided working men and women the means to travel more easily to and from their places of work. In 1896, 50 years after the Old Colony Railroad first ran through Brockton (1846), the city demolished all railroad grade crossings, and instead built a stone railroad viaduct that extended seven tenths of a mile,

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with arched bridges and integrated rail stations. The viaduct is situated on the east side of West Railroad Avenue.

Between 1875 and 1885, the city grew at a faster rate than any other municipality in Massachusetts, and it was home to a number of pioneering achievements. The construction of the Edison Electric Illuminating Power Company Power Station (1883, NR 1987) at 70 School Street was supervised by Thomas Alva Edison and chief engineer Frank J. Sprague. It was the third power station in the United States, and developed the first three-wire distribution system containing two live wires and one grounded or neutral wire underground system in the world. Brockton was the first city in the world to install electricity to light a theater, and the second to use incandescent arc lamps.

Brockton was also on the forefront of embracing the telephone, pioneered by Alexander Graham Bell in 1876. The first telephone wire in Brockton was stretched along a short section of Main Street in March of 1878. By the following January, an exchange system was in place, allowing the interconnection of telephone lines through a central office rather than requiring direct lines between individual subscribers. In 1880, the Brockton Telephone Company was organized and telephone service in Brockton was extended to Boston and surrounding areas.¹ Brockton was considered a leader in installing telephone service in police headquarters. A monograph on the city published in *New England Magazine* in 1911 recounted, "...when the Brockton city fathers went to New York to see how [installing telephone lines in the police station] was done in the metropolis, they found that it was not done at all, and New York had to come to Brockton to find out how."² The Brockton telephone exchange became consolidated under a larger telephone company first in 1883 with its purchase by the Southern Massachusetts Telephone Company, which provided telephone service to all of southeastern Massachusetts.³ The Southern Massachusetts Telephone Company occupied a brick block at the corner of Main and School streets.⁴ In 1899, the Southern Massachusetts Telephone Company was absorbed by the New England Telephone and Telegraph Company.

The New England Telephone and Telegraph Company and the Development of the New England Telephone and Telegraph Engineering Office Building

The New England Telephone and Telegraph Company was a regional Bell Operating Company that provided telephone service to most of the New England region from its incorporation in 1883 until the break-up of the Bell monopoly a century later. When organized in 1883, The New England Telephone and Telegraph Company was a consolidation of several smaller regional telephone companies in Massachusetts, New Hampshire, Maine and Vermont including The Bay

¹ Walter F. Carroll, *Brockton: From Rural Parish to Urban Center, An Illustrated History*, (Northridge, CA: Windsor Publications, Inc.) 1989, 52.

² Hamilton Lowe, "Brockton, a City of Enterprise," *New England Magazine*, September 1911, 67.

³ "Telephonic," *Fall River Daily Evening News*, March 16, 1883.

⁴ Bradford Kingman. *History of Brockton, Plymouth County, Massachusetts, 1656-1894*. (Syracuse, NY: D. Mason & Co.), 1895, 626.

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State, Boston & Northern, Granite State, National Bell of Maine, Suburban Pioneer, and Cheshire telephone companies, as well as the Telephone Dispatch Company of Boston. Over the next few decades, the company gained controlling interests in and gradually absorbed other smaller regional companies such as The Southern Massachusetts Telephone Company in 1899 and the Providence Telephone Company in 1912. In 1984, as part of the break-up of the Bell system, the New England Telephone and Telegraph Company merged with New York Telephone to form NYNEX. In 1997 NYNEX was acquired by Bell Atlantic but New England Telephone retained its original corporate name until 2000 when it became known as Verizon New England.

Initial growth of the New England Telephone and Telegraph Company was slow, but improvements in the telephone and in the switchboard, propelled the technology into a more practical means of communication. As a result, demand for the telephone increased rapidly in the last decade of the nineteenth century. Growth was even faster during the early years of the 20th century. A company advertisement in the Boston Globe on March 2, 1909, boasted, "There are over 308,000 telephones connected with the system of the New England Telephone & Telegraph Company in the four northern New England states," and attributed the growth in part to the company's anticipation of the needs and desires of a wide variety of users. "We want the business man to picture a possible customer at every telephone. We want the residence subscriber to recognize the telephone's potential value to the home."⁵ In the 1910s and 1920s, as the population began to move outward from the cities into the new suburbs, demands for telephones continued to grow.

The New England Telephone and Telegraph Company constructed telephone exchange offices in towns all across New England to keep up with the demand for telephone connection. There are 79 documented buildings associated with the New England Telephone and Telegraph Company in Massachusetts. These buildings were generally constructed between 1898 and 1964. There was some variety of style depending on the decade in which the building was designed but the vast majority of buildings constructed by The New England Telephone and Telegraph Company in Massachusetts were brick structures with Colonial Revival, Classical Revival, or Art Deco embellishment. The level of detailing as well as the scale of the building was generally commensurate with the prominence of the location and the size of the town.⁶

Two buildings were constructed by the New England Telephone and Telegraph Company in Brockton: the Brockton Telephone Exchange, located at 26 School Street (BRO.684), constructed ca. 1909, and the New England Telephone and Telegraph Engineering Offices located at 47 Pleasant Street (BRO.701), constructed in 1923. Both of these buildings were relatively modest in style. The Telephone Exchange is a substantial, 2-story brick building. Much of its ornament has been lost to deterioration, making it difficult to assess its original appearance, but the placement of windows and remaining details, such as a denticulated brick cornice around a portion of the building, indicate a Colonial Revival aesthetic. The building

⁵ "Why You Should Join the over 308,000, A Brief Outline of Development," *The Boston Globe* March 2, 1909, 7.

⁶ Massachusetts Cultural Resource Information System (MACRIS). .mhc-macris.net.

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served as the central office for New England Telephone and Telegraph Company in Brockton and housed the operators and switchboards as well as board rooms and offices.⁷ A newspaper report in 1917 claimed that the operators at the Brockton Telephone Exchange answered an average of 58,000 calls a day.⁸ The Telephone Exchange building received two additions in the mid-20th century and was in service for over 50 years. The building has been vacant for over two decades and is slated for demolition.⁹

In 1923, the New England Telephone and Telegraph Company constructed an engineering office in Brockton at 47 Pleasant Street. This building was intended as a support structure to Telephone Exchange Building at 26 School Street. The engineering offices were primarily dedicated to designing and overseeing the installation of telephone cables and other equipment so that the Telephone Exchange could operate more efficiently. The extent of the engineering operations is unclear, but no other purpose-built engineering offices constructed by the New England Telephone Company have been documented in Massachusetts. This suggests that the engineers who worked in the building may have been serving a wider area than just Brockton alone. The pending demolition of the Exchange Building increases the significance of this support building as the only remaining building in Brockton constructed by the New England Telephone and Telegraph Company. The building is decidedly modest in its appearance, reflecting its utilitarian function. This is in keeping with the only other documented support building constructed by the company in Massachusetts, the New England Telephone and Telegraph Company Stockrooms at 31–39 Allerton Street in Boston (BOS.12919).

Plans at the Plymouth County Registry of Deeds dated November 1, 1923, indicate that the Engineering Offices for the New England Telephone and Telegraph Company were comprised of a two-story main block, which contained a stock room and locker room on the first floor and the “Plant Office” as well as the offices of the “District Plant Chief,” “District Plant Engineer,” and “Traffic Chief” on the second floor. The one-story block to the east was used as a garage, and the yard to the north of the building is identified as a “cable yard.” The site plan also indicates a building labeled “shops” to the south of 47 Pleasant Street along Pleasant Street; this building is neither present today nor evident in subsequent maps of the area suggesting it may have never been built. The updated 1954 Sanborn Map indicates that the area to the south of 47 Pleasant Street was used as parking for the building.

47 Pleasant Street remained the telephone engineering offices for over 25 years. By 1950, the Sanborn map and deeds indicate that the building was being used by United Shoe Machinery Corporation for office space on the first floor of the two-story main block and stock room space of the one-story garage block. The Sanborn map indicates that the second floor of the main block was vacant at the time. The United Shoe Machinery Co was a supplier of shoe

⁷ Geoffrey E. Melhuish and Julie Ann Larry, “The Telephone Exchange”, 26 School Street, MHC B Form BRO.684 (Sept. 2013) <http://mhc-macris.net/Details.aspx?MhcId=BRO.684>.

⁸ “Editorial Points,” *The Boston Globe*, October 26, 1917, 12.

⁹ “Demolition looms for 110-year old Telephone Exchange,” *The Enterprise*, October 3, 2019.

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manufacturing equipment from tacks to factory equipment. It is unknown in what capacity United Shoe Machinery Corporation was using 47 Pleasant Street when the company was also utilizing the first three floors of the ca. 1905 Anglim Building at 93 Centre Street at the intersection of Centre Street and Montello Street and had been since the early twentieth century.

By 1958, Brockton street directories indicate that Crawford Press shared the space with The United Shoe Machinery Co. at 47 Pleasant Street and in 1961, the building housed Crawford Press and Harvey A. Ford Advertising Agents. Both Crawford Press and Harvey A. Ford Advertising agency were involved in advertising for the shoe industry..

Post Period of Significance

Until 2016 the building housed the offices and printing facility of Standard Printing, an advertising agency who printed the shoe catalogues for Joy, Clark, Bostonian, and Frye Boots. The property has undergone a tax-advantaged rehabilitation which preserved the building's key features. The rehabilitation met the Secretary of the Interior's Standards for Rehabilitation and preserved significant historic features such as the exterior masonry, corbelled cornice and cast concrete ornament.

Charles (Carl) T. Olson and the Design of the New England Telephone and Telegraph Engineering Offices

Brockton architect Charles (Carl) T. Olson (1866-1940) was born in Vittsjö, Sweden in 1866. He followed two brothers, Johannes (John) and Nilsson (Nils), immigrating to the US in 1886. He and his brothers settled in Brockton, a community that was home to a burgeoning Swedish community at that time. The first Swedish immigrants arrived in Brockton in the mid-19th century. The small community that emerged in those early years attracted more countrymen, and the Swedish population expanded greatly between 1880 and 1920.¹⁰ Charles Olson was part of this second wave of Swedish immigrants. Charles and Johannes formed Olson Brothers Contractors and Builders by 1890. At that time, they were located at 17 Temple Street in Brockton. Johannes later moved to New York, and Nilsson's son, Joel, joined the family business for an undetermined period of time.¹¹ Two of Charles Olson's children lived to adulthood; both Harvey G. and Oscar H. Olson appear to have followed their father into real estate as carpenters and contractors, according to city directories.

Charles Olson is listed in Brockton city directories as a contractor, builder, and carpenter in the late 19th and early 20th centuries, and after 1910 as an architect. He worked out of a number of

¹⁰ Bernard Peterson, *Swedish Pioneers in the Greater Boston Area*, Swedish Pioneer Historical Society, Vol.2, No.1, Summer 1951. http://collections.carli.illinois.edu/cdm/ref/collection/npu_sahq/id/2593.

¹¹ Find A Grave, database and images (<https://www.findagrave.com>; accessed 01 November 2019), memorial page for Charles T "Carl" Olson (28 Mar 1866-2 Nov 1940), Find A Grave memorial no. 180182969, citing Melrose Cemetery, Brockton, Plymouth County, Massachusetts, USA; maintained by Stephany Olson (contributor 48912778).

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locations including the Arcade Building, 155 Main Street, and 101 Main Street. Early advertisements for his business feature a drawing of a large, Queen Anne-style house.¹² Olson's obituary claims that he built "several hundred" houses as well as "numerous office buildings and churches."¹³ A comparatively small number of Olson's projects have been identified in Massachusetts. In addition to the New England Telephone and Telegraph Company Engineering Office, Olson is credited as the architect of the First Baptist Church (BOS.245, 1901) at 18 Summer Street, Bridgewater; the Lithuanian National Hall (BRO.143, 1913, demolished) formerly at 668 North Main Street, Brockton; Gethsemane Lutheran Church (BRO.168, 1915), 900 North Main Street, Brockton; and an addition to the Shaw School (BRO.163, 1930) at 311 Quincy Street in Brockton. These buildings display a fluency with a range of architectural styles from the wood-frame Queen Anne and Victorian Eclectic churches to the masonry Classical Revival Lithuanian National Hall and New England Telephone and Telegraph Engineering Offices, to the Romanesque Revival addition to the Shaw School.

Of Olson's documented projects, the New England Telephone and Telegraph Company Engineering Offices is the most understated in its architectural detail. Where his only other classically inspired building identified to date, the Lithuanian National Hall, displayed a nearly full-height Classical pedimented entry with Doric columns, a bracketed cornice, and quoining, the detailing of the New England Telephone and Telegraph Company Engineering Offices is comparatively restrained. Ornament is limited to a shallow corbelled cornice and a narrow parapet with cast-concrete capstone, simple brick pilasters, and a bracketed, cast-concrete hood above the entry door. However, pared-down classical forms were not uncommon on Brockton buildings with utilitarian function. The Old Colony Shoe Company (BRO.521, 1897) 88 Lincoln Street, a multi-tenant industrial building at 157 Centre Street (BRO.635, 1900), and the Brockton Fireproof Storage Company (BRO.667, 1909) are red-brick utilitarian buildings with limited but distinguishable stylistic treatment applied in the same vein as the New England Telephone and Telegraph Company Engineering Offices. Ornament on these buildings includes shallow pilasters that distinguish bays of regularly spaced windows and modest embellishment marking the building entries and cornice lines. In addition, the understated ornament of the New England Telephone and Telegraph Company Engineering Offices was in keeping with treatment of the Telephone Exchange building, the only other building in Brockton built by the New England Telephone and Telegraph Company.

¹² Ibid.

¹³ "Deaths and Funerals," *Boston Sunday Globe*, November 3, 1940, 33.

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The American Contractor. The Business Journal of Construction. Chicago: The American Contractor Publishing Company of Chicago and New York. 1917. *Google Books* Web. 11 January 2016.

United States Federal Census (1900 – 1940)

"Why You Should Join the over 308,000, A Brief Outline of Development." *The Boston Globe*. March 2, 1909.

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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): BRO.701

NE Telephone and Telegraph Engineering Office
Name of Property

Plymouth County, MA
County and State

10. Geographical Data

Acreeage of Property Less than one acre

Use either the UTM system or latitude/longitude coordinates

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: 19 Easting: 332839 Northing: 4661300

2. Zone: Easting: Northing:

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary includes the single parcel of land at 47 Pleasant Street, Brockton, MA encompassing Assessor's Parcel No. 092-033.

Boundary Justification (Explain why the boundaries were selected.)

The boundary is limited to the parcel of land historically associated with the New England Telephone and Telegraph Building.

11. Form Prepared By

name/title: Geoffrey Melhuish and Roysin Younkin, preservation consultants, with Betsy Friedberg, National Register Director

organization: Massachusetts Historical Commission

street & number: 220 Morrissey Boulevard

city or town: Boston state: MA zip code: 02125

e-mail betsy.friedberg@sec.state.ma.us

telephone: 617 727 8470

date: October 2019

NE Telephone and Telegraph Engineering Office
Name of Property

Plymouth County, MA
County and State

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: New England Telephone and Telegraph Engineering Office

City or Vicinity: Brockton

County: Plymouth State: MA

Photographer: Geoff Melhuish

Date Photographed: October 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 8: View northwest of south elevation
- 2 of 8: View northeast of south and west elevations
- 3 of 8: View north of entry
- 4 of 8: View southeast of north and west elevations
- 5 of 8: View southwest of north and east elevations
- 6 of 8: Interior, detail of truss and brick wall

NE Telephone and Telegraph Engineering Office

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7 of 8: Interior, view west of corridor showing exposed brick and concrete

8 of 8: Interior, view north of Unit 109

List of Figures

Figure 1 of 7 Locus map showing location of the New England Telephone and Telegraph Building

Figure 2 of 7 1909-Feb 1950 Sanborn map

Figure 3 of 7 2017 aerial locus map showing the New England Telephone and Telegraph Building

Figure 4 of 7 First floor plan

Figure 5 of 7 Second Floor plan

Figure 6 of 7 MassGIS, MassIT 2017 (V 1.0) Interactive Property Map, showing 47 Pleasant St.

Figure 7 of 7 1992 Brockton Assessor Map 92 Lot 033, showing 47 Pleasant Street

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

NE Telephone and Telegraph Engineering Office
Name of Property

Plymouth County, MA
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Figures

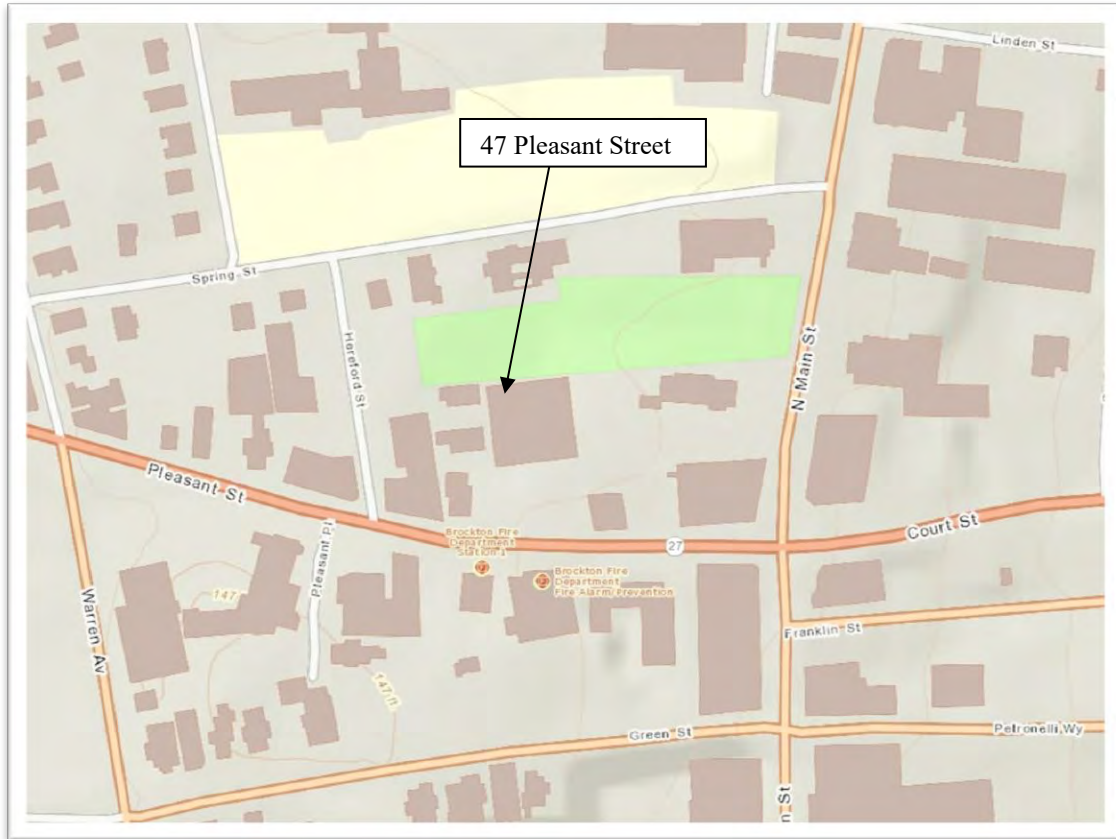


Figure 1. Locus map showing location of the New England Telephone and Telegraph Building

NE Telephone and Telegraph Engineering Office
Name of Property

Plymouth County, MA
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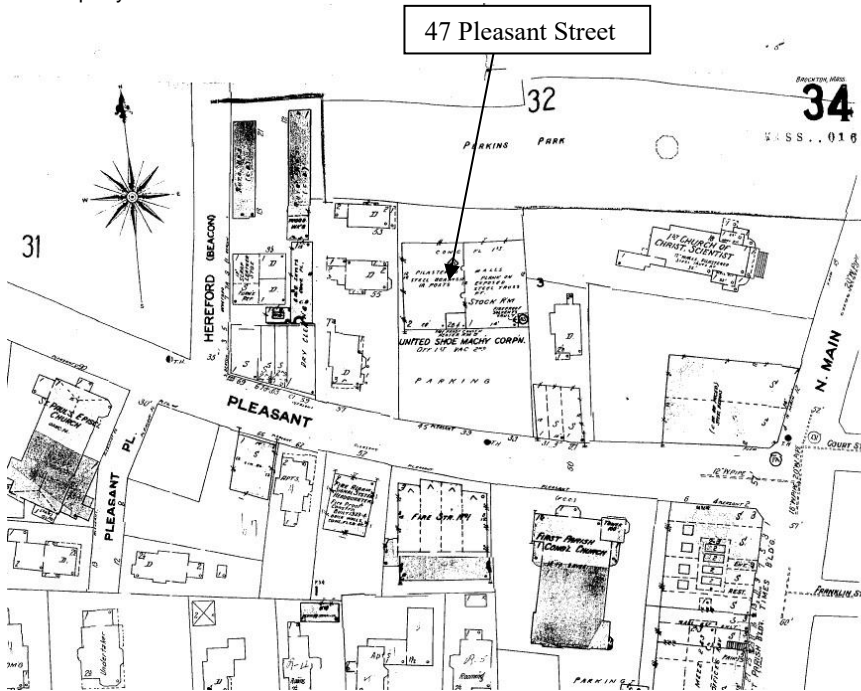


Figure 2. 1909-Feb 1950 Sanborn map



Figure 3. 2017 aerial locus map showing the New England Telephone and Telegraph Building

NE Telephone and Telegraph Engineering Office
Name of Property

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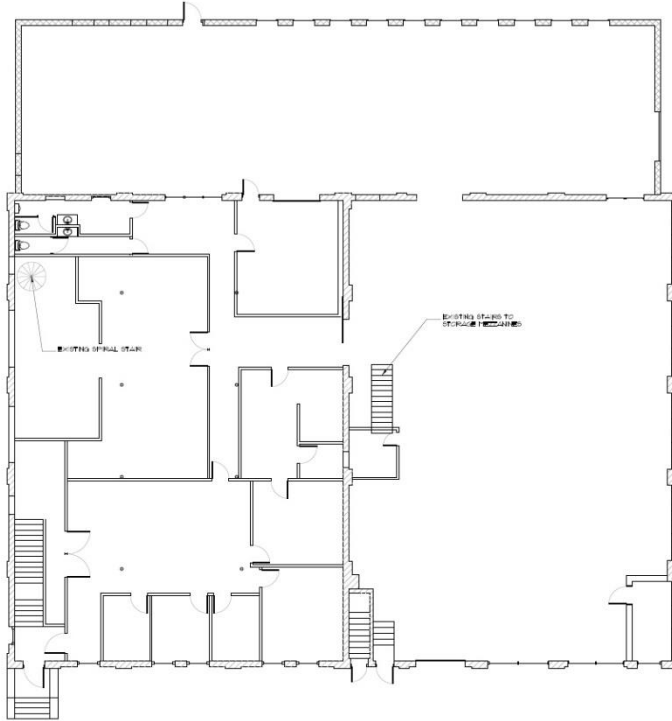


Figure 4. First floor plan

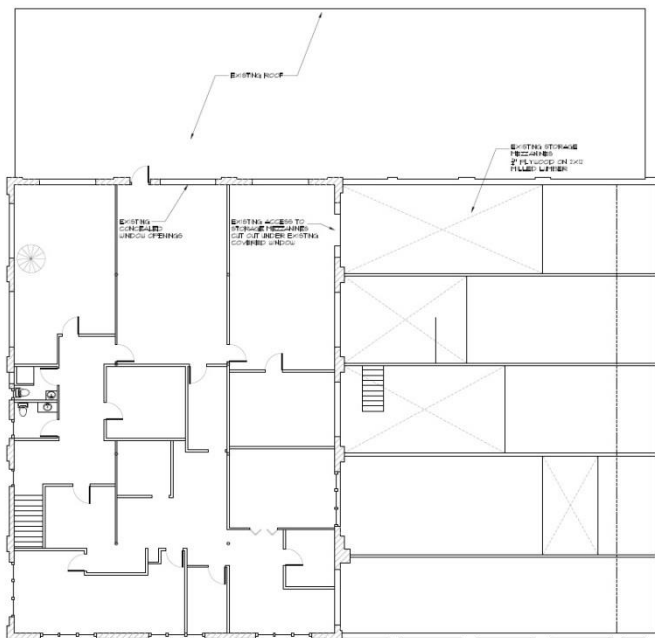


Figure 5. Second Floor plan

NE Telephone and Telegraph Engineering Office
Name of Property

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Figure 6. MassGIS, MassIT 2017 (V 1.0) Interactive Property Map, showing 47 Pleasant St.

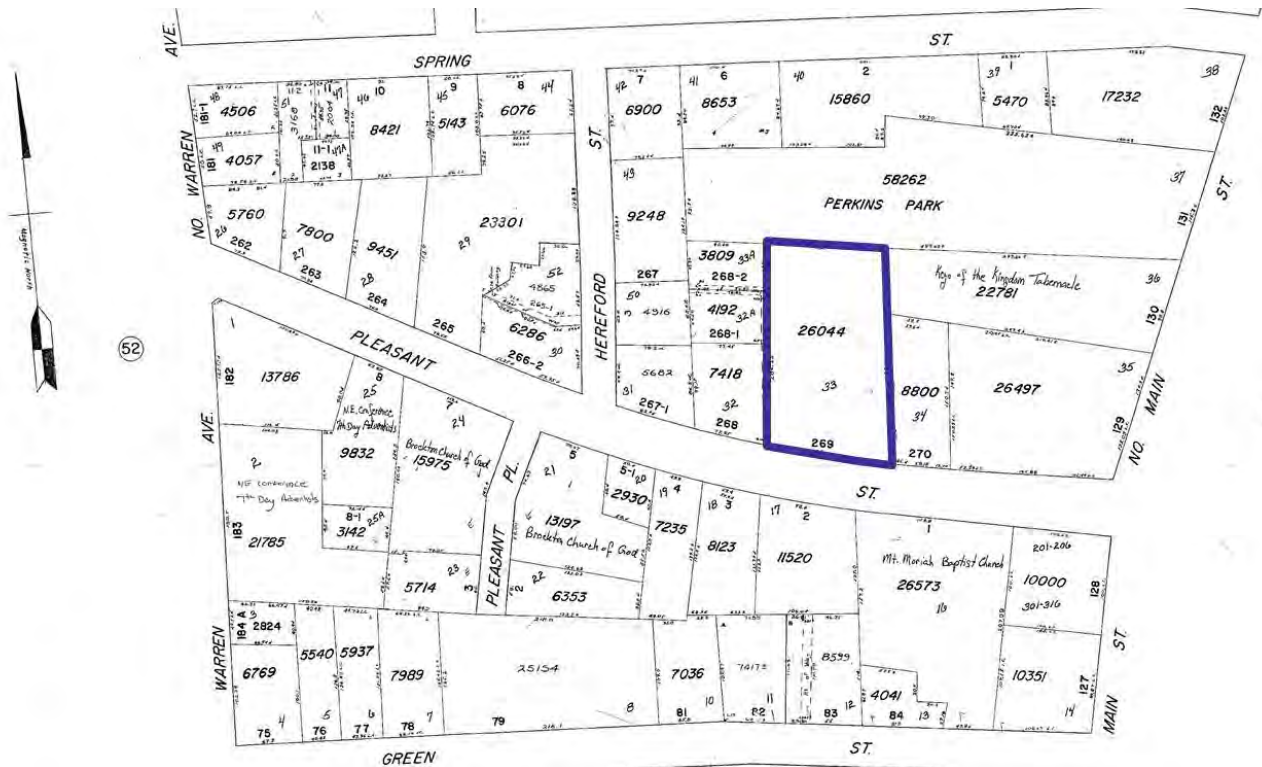
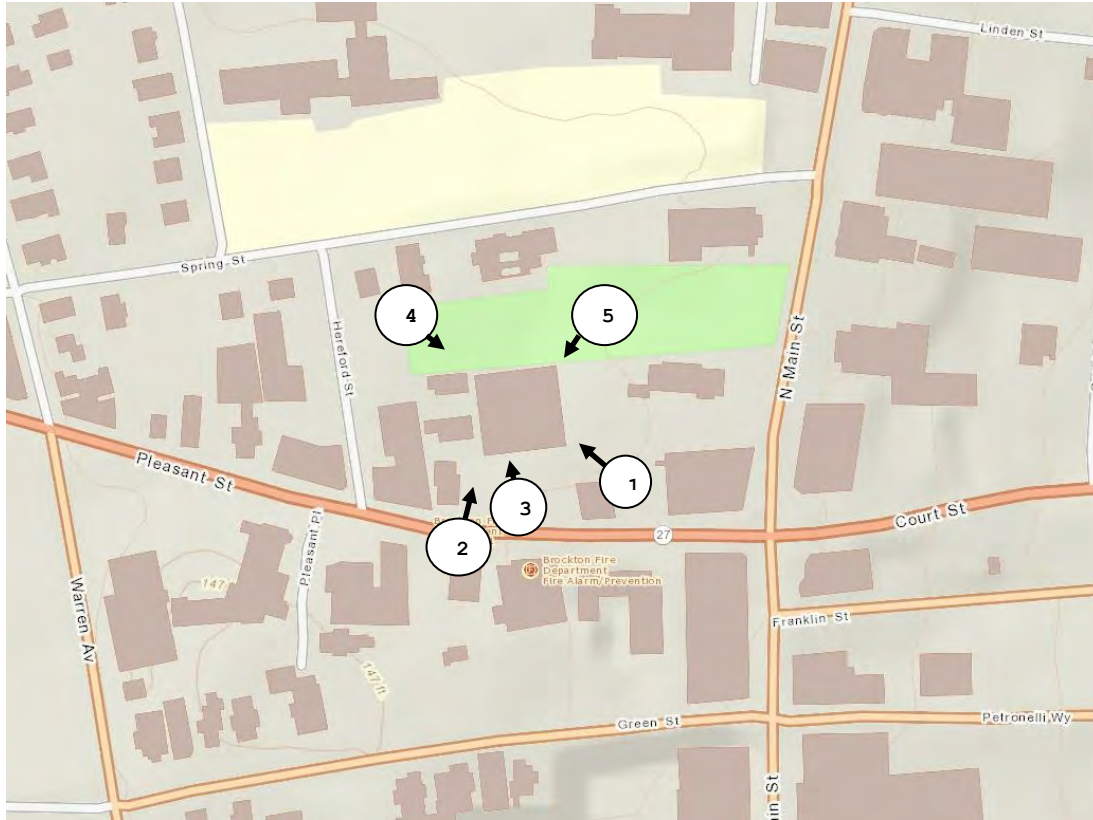


Figure 7. 1992 Brockton Assessor Map 92 Lot 033, showing 47 Pleasant Street

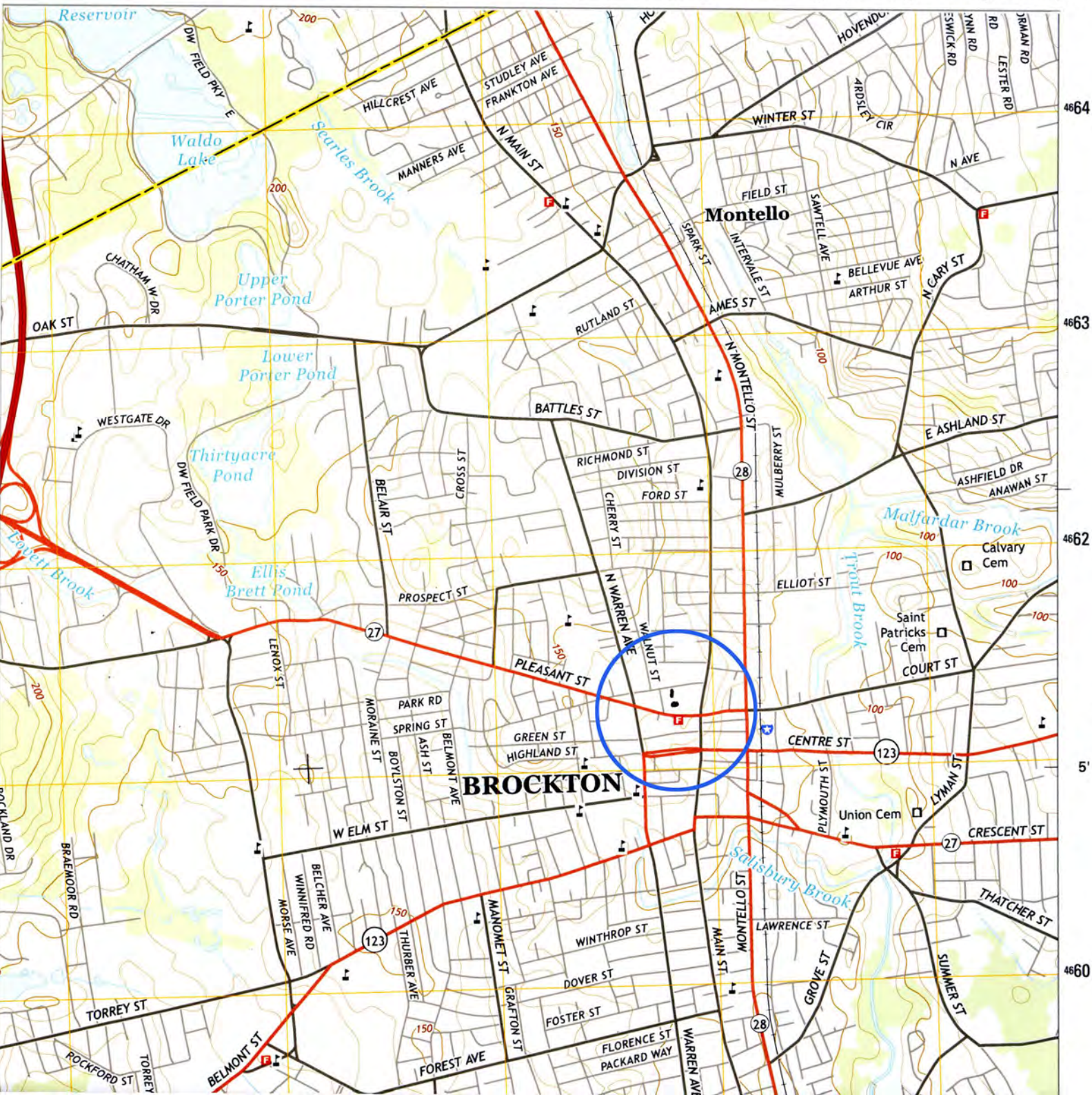
NE Telephone and Telegraph Engineering Office
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Key to Exterior Photographs



New England Telephone and Telegraph Engineering Office, Brockton (Plymouth Co.), MA



1.19T332839 4661300

New England Telephone and Telegraph Engineering Office Brockton (Plymouth Co.), MA



1. View northwest of south elevation



2. View northeast of south and west elevations

New England Telephone and Telegraph Engineering Office Brockton (Plymouth Co.), MA



3. View north of entry



4. View southeast of north and west elevations

New England Telephone and Telegraph Engineering Office Brockton (Plymouth Co.), MA



5. View southwest of north and east elevations

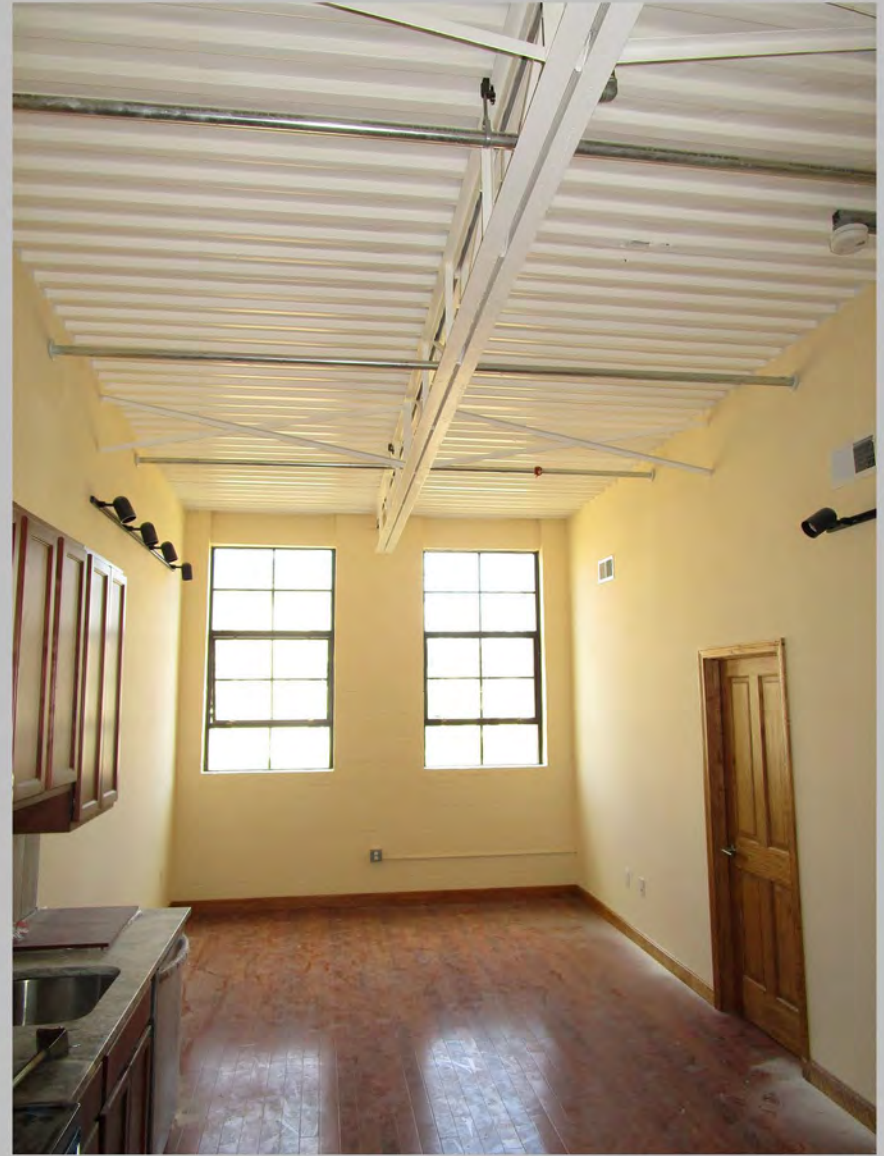


6. Interior, detail of truss and brick wall

New England Telephone and Telegraph Engineering Office
Brockton (Plymouth Co.), MA



7. Interior, view west of corridor showing exposed brick and concrete



8. Interior, view north of Unit 109



STANDARD MODERN Co.
RESIDENCES

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STANDARD MODERN CO.
RESIDENCES





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EXIT

FIRE



National Register of Historic Places
Memo to File

Correspondence

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

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

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Resubmission

Property Name: New England Telephone and Telegraph Engineering Office

Multiple Name:

State & County: MASSACHUSETTS, Plymouth

Date Received:
11/14/2019

Date of Pending List:

Date of 16th Day:

Date of 45th Day:
12/30/2019

Date of Weekly List:

Reference number: RS100004052

Nominator: SHPO

Reason For Review:

Accept Return Reject 12/3/2019 Date

Abstract/Summary NR Criteria: A & C
Comments:

Recommendation/ Criteria AOS: Communications, Architecture; LOS: local; POS: 1923-1950

Reviewer Lisa Deline

Discipline Historian

Telephone (202)354-2239

Date 12/3/19

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.



The Commonwealth of Massachusetts
William Francis Galvin, Secretary of the Commonwealth
Massachusetts Historical Commission

April 25, 2019

Kathryn Smith
Deputy Keeper
Acting Chief, National Register of Historic Places
Department of the Interior
National Park Service
1849 C Street NW, Stop 7228
Washington, DC 20240

Dear Ms. Smith:

Enclosed please find the following National Register nomination form:

New England Telephone and Telegraph Engineering Office (Plymouth County),
Massachusetts, 47 Pleasant Street, Brockton, MA 02301

The nomination was considered by the State Review Board at its March 13, 2019 meeting. While a motion was made to accept the nomination, the motion failed, with ten nays and one abstention. According to 36 CFR 60.6(l), the SHPO may choose to submit the nomination to the Keeper of the National Register for a final decision if the SHPO's opinion differs from that of the State Review Board.

It is the opinion of the State Historic Preservation Officer that the property meets the National Register criteria for evaluation, fulfilling National Register Criteria A and C at the local level. Purpose-built in 1923 as the Brockton engineering offices of New England Telephone and Telegraph, the property meets Criterion A for its association with the early development and proliferation of the telephone, and with the development of Brockton in the late 19th and early 20th centuries as an important industrial center increasingly demanding improved technologies. The Engineering Office served the city's Central Office in a significant role, by servicing and installing cables and other equipment that allowed the system to work more efficiently. The property meets Criterion C as the work of local architect Charles Olson, who designed an understated red-brick building whose well-preserved architectural details *modestly* reference the Classical Revival style, including a shallow, corbelled cornice, slender parapet with cast-concrete capstone, simple full-height brick pilasters, and a bracketed, cast-concrete hood above the entry door. The Engineering Office is located just off the city's Main Street in downtown Brockton; it is set back on its site on a short street largely comprised of institutional and commercial buildings, with some residential buildings further to the west.

As noted above, the State Review Board declined to accept the motion to forward the nomination of the New England Telephone and Telegraph Engineering Office to the National Register. In discussion prior to the vote, one member of the Board stated that he was troubled by several aspects of the property and that he would probably abstain (which he subsequently did). He said that he did not consider the building to be Classical Revival in style. He noted that the tax credit-assisted rehabilitation of the property was for housing, but that it was for market-rate rental housing rather than for affordable housing (he noted that there were three other apartment buildings on the same agenda that were rehabilitated for affordable housing). He said that the phone company was famous for erecting buildings of a high quality, often to make them fit into neighborhoods where a somewhat industrial building would not necessarily fit, and that he felt this particular building was not architecturally significant. He said that he felt the building was not individually eligible for listing, although he also admitted that it might be included in a potential district. The chairman called for any other questions or comments from the commission. There were none. He then called for questions or comments from members of the public, and again, there were none. The chairman then moved the motion, and the motion failed, with, as previously noted, ten nays and one abstention. There were no votes in favor of its nomination.

The owner of the property was notified of pending State Review Board consideration 30 to 75 days before the meeting and was afforded the opportunity to comment. He did not submit any comments.

Staff of the National Park Service Technical Preservation Services have certified this building (Part 1) and approved its Part 2 and Part 3 Applications for federal historic rehabilitation tax credits (NPS Project Number 34596).

Sincerely,



Brona Simon
State Historic Preservation Officer
Executive Director
Massachusetts Historical Commission

enclosure

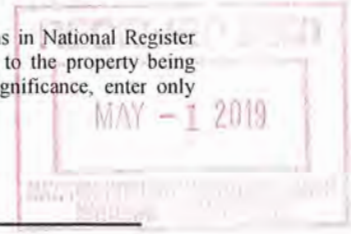
cc: Geoffrey Anatole, 15 Torrey Street, Unit 3, Brockton, property owner
Geoffrey Melhuish, Epsilon Associates, Consultant

4052

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.



1. Name of Property

Historic name: New England Telephone and Telegraph Engineering Office

Other names/site number: Standard Modern Company Printing Office

Name of related multiple property listing:

N/A

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

2. Location

Street & number: 47 Pleasant Street

City or town: Brockton State: MA County: Plymouth

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local
Applicable National Register Criteria:

A B C D

Returned

<u>Brona Surin</u>		<u>April 25, 2019</u>
Signature of certifying official/Title:	SHPO	Date
State or Federal agency/bureau or Tribal Government		

In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

NE Telephone and Telegraph Engineering Office
Name of Property

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Returned

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

NE Telephone and Telegraph Engineering Office
Name of Property

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>1</u>	_____	Total

Number of contributing resources previously listed in the National Register _____

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY:communications facility
COMMERCE/TRADE: business

Returned

Current Functions

(Enter categories from instructions.)

VACANT

NE Telephone and Telegraph Engineering Office
Name of Property

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS: Classical Revival

Materials: (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE, BRICK, SYNTHETIC: rubber

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Returned

Summary Paragraph

The New England Telephone and Telegraph Engineering Office, at 47 Pleasant Street in downtown Brockton, is a modest building designed by Brockton architect Charles Olson and erected in 1923, in two parts, with a third section constructed ca. 1965. Its main block, three bays wide, two bays deep, is built of steel frame with brick veneer, two stories in height, and with a flat roof. Architectural details reference the Classical Revival and include a shallow corbelled cornice and narrow parapet with cast-concrete capstone, simple brick pilasters that divide the bays, and a bracketed, cast-concrete hood above the entry door. The industrial sash windows are steel-sash replicas installed in 2017 and are based on the historic configuration. Also built in 1923, and attached to the building's eastern side, is a utilitarian five-bay, single-story brick garage building with steel-sash replica windows and entry doors along the south elevation which are based on those found in historical documentation. A nearly full-width dormer was installed on the roof of the garage along the east elevation in 2017. The dormer is hidden from view by the parapet along the south elevation. Across the rear of the building is a single-story addition, eleven bays wide, built of painted concrete block with a flat roof. The addition, built ca. 1965, features eleven, ten-light replica industrial sash windows installed in 2017.

NE Telephone and Telegraph Engineering Office

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The property underwent a tax-advantaged rehabilitation in 2016–2018 to turn this industrial block into 24 residential units while retaining character-defining features including the masonry, cast-concrete entrance hood, and corbelled brick cornice with cast-concrete capstone. The exterior of the New England Telephone and Telegraph Engineering Office was rehabilitated consistent with its historical appearance.

Narrative Description

The building is located on the north side of Pleasant Street to the west of North Main Street in downtown Brockton. The building is set back approximately 85 feet from the edge of the street and is separated by a paved parking lot. The building is comprised of a two-story brick-over-steel-frame office block that is roughly 57 feet wide by 82 feet deep; a one-story brick-over-steel-frame garage block of the same construction type to the east that is roughly 59 feet wide by 82 feet deep; and a one-story concrete-block addition measuring approximately 112 feet wide by 30 feet deep that extends along the rear elevation. The two-story office block and one-story garage both date from 1923 (Photos 1 and 2). The one-story concrete-block rear addition was constructed ca. 1965.

The two-story, three-bay-wide-by-five-bay-deep building is utilitarian in design but with stylistic design elements suggestive of the Classical Revival style, including the door hood (Photo 3), jack arches, corbelled brick cornice, and full-height pilasters, which define the structural bays on each elevation. The building is constructed of a steel frame and brick laid in an eight-course common bond on a raised, poured-concrete foundation. The building terminates in a flat roof with parapet defined by a corbelled brick cornice and cast-concrete capstone. The façade features a regular punctuated fenestration marked by brick pilasters. Window openings are singular, paired, or in ganged sets of three. All window openings are recessed from the exterior wall plane and feature metal lintels and cast-concrete sills. Additionally, the windows of the second floor are capped by splayed brick lintels. The windows are steel sash replicas installed in 2017. Access is provided by a single-light-and-metal-frame replacement door at the west end of the façade. A bracketed cast-concrete hood capped by copper is located above. A short flight of cast-concrete steps provides access to the entry along with a concrete ADA-compliant ramp to the east, which was installed in 2017. Like the façade, the window openings down the side elevations are singular, paired or in ganged sets of three. The windows are steel-sash replicas installed in 2017.

A one-story, five-bay-wide brick block projects from the east elevation of the office block. The block was originally used as a garage. Like the two-story block to the west, the garage block is constructed of a steel frame with brick laid in an eight-course common bond. Full-height brick pilasters define the bays of the south façade; the three center bays are wider than the two end bays as, historically, garage doors flanked a wide center window in the three middle bays. The building terminates in a flat roof with parapet. A nearly full-width dormer was installed on the roof of the garage along the east elevation in 2017. The dormer is hidden from view by the parapet along the south elevation. Entries to this block are located on the south elevation; the west end of the façade features two single metal entry doors within the first structural bay while

NE Telephone and Telegraph Engineering Office

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two loading bays located to the east have been infilled with wood-frame entry doors based on those found in historical documentation. A single recessed window opening is located between the openings. A replica steel window infills the opening.

A one-story, eleven-bay-wide concrete-block addition extends out along the full-width of the rear (north) elevation (Photos 4 and 5). The building terminates in a flat roof. Eleven ten-light replica steel-sash windows are located along the north elevation. A single metal entry door is located to the west.

Originally constructed as a two-story office block with divided offices on both floors and a voluminous garage block with a later one-story concrete-block addition across the rear elevation, the building now contains twenty-four residential units ranging in size from studio to two-bedroom apartments, each with kitchens, bathrooms, and living rooms. The office block contains four units on the first floor and six on the second; five units are located on the ground floor of the garage, four are located above, and five units are located in the rear addition. Interior original details include masonry walls (in limited rooms), concrete floors within the common areas and unit entries, and the steel roof trusses of the garage and the rear blocks (Photos 6–8).

Returned

NE Telephone and Telegraph Engineering Office
Name of Property

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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.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Returned

NE Telephone and Telegraph Engineering Office
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Areas of Significance
(Enter categories from instructions.)

COMMUNICATIONS
ARCHITECTURE

Period of Significance
1923-1969

Significant Dates
1923

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder
Charles T. Olson

Returned

NE Telephone and Telegraph Engineering Office
Name of Property

Plymouth County, MA
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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The industrial building located at 47 Pleasant Street was purpose-built in 1923 for the engineering offices of New England Telephone and Telegraph. The building is eligible under Criterion A for its association with the early 20th-century development and proliferation of the telephone. The building is also eligible under Criterion C at the local level as an example of an early 20th-century commercial building in Brockton whose detailing modestly references the Classical Revival style. The building has a high degree of architectural integrity, retaining original fabric including cladding and decorative cast-concrete features.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Communications

The New England Telephone and Telegraph Engineering Office Building is significant in the area of communications for its associations with an important New England telephone company. New England Telephone and Telegraph Company began operations in 1883 and continued to serve much of the New England area as its regulated utility until the breakup of the Bell System in 1983. The New England Telephone and Telegraph Engineering Office Building was constructed by the New England Telephone and Telegraph Company as a support structure to the Central Office (BRO.684), also referred to as the Telephone Exchange Building, at 26 School Street in Brockton. The employees at 47 Pleasant Street were primarily designing and overseeing the installation of telephone cables and other equipment so that the exchange could operate more efficiently.

Architecture

Designed by Brockton architect Charles Olson, the New England Telephone and Telegraph Engineering Office is a modest interpretation of the Classical Revival style in a commercial building, with restrained ornament including a shallow corbelled cornice and a narrow parapet with cast-concrete capstone, simple full-height brick pilasters, and a bracketed, cast-concrete hood above the entry door. Executed in red brick, the office block and garage portion of the building has the bulk of its ornamentation on the south elevation fronting on Pleasant Street. The utilitarian concrete-block addition to the rear features ten ten-light industrial-sash windows across its north elevation. The building's envelope was rehabilitated consistent with the historic appearance of the building and sensitive to its character through the introduction of industrial-sash replica windows throughout and wood service doors on the Pleasant Street elevation of the garage. Today, the building remains an important local example of the style.

NE Telephone and Telegraph Engineering Office

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Historical Background

The city was first incorporated as Bridgewater's North Precinct in 1738, and became the town of North Bridgewater in 1821; it was incorporated as the City of Brockton in 1881. During the 19th century, Brockton evolved from a primarily agricultural area to a city with a diverse set of commercial and industrial enterprises. By the 1890s, Brockton was a major industrial center in Plymouth County, and a leading manufacturer of boots and shoes in Massachusetts.

The textile industry began in Brockton during the Early Industrial Period (1830–1870). Consistent with many New England towns, mills were first powered by water (MHC Town Report: Brockton). The Bridgewater Manufacturing Co. (1813) built a cotton and woolen factory that is believed to have survived into the 1840s. The early boot and shoe and tanning industries, which had existed since the 1770s, entered a new, more productive phase before the Civil War, serving the southern states. During the Civil War, Brockton shoe manufacturers produced shoes and boots made specifically for Union soldiers. After the war, shoe manufacturing for the general population continued to soar in Brockton.

Brockton experienced a period of rapid economic growth as evolving transportation systems made travel quicker. In 1846, the Old Colony Railroad built a rail line that ran through the center of North Bridgewater (now Brockton). In 1881, the Brockton Street Railway Company offered horse-drawn streetcar service along Main Street, which was replaced in 1890 with an electric-powered trolley system by the East Side Street Railway Company. The new electric trolley stimulated business by providing working men and women the means to travel more easily from the remote areas of the city to their places of work.

Between 1870 and 1900, the city population increased over 400 percent, and it was home to a number of pioneering achievements. The construction of the Edison Electric Illuminating Power Company Power Station at 70 School Street (1883, NR 1987) was supervised by Thomas Alva Edison and chief engineer Frank J. Sprague. The station was the third power station in the United States and the first to prove the viability of a three-wire underground distribution system containing two live wires and one grounded or neutral wire. Brockton was the first city to install electricity to light a theater, and the second to use incandescent arc lamps. In 1877, the first telephone wire in Brockton was stretched along a short section of Main Street.

Development of the New England Telephone and Telegraph Engineering Office Building

Initial growth of the New England Telephone and Telegraph Company was slow, but improvements in the telephone and in the switchboard propelled the technology into a more practical means of communication. As a result, demand for the telephone increased rapidly in the last decade of the 19th century. Growth was even faster during the early years of the 20th century. In the 1910s and 1920s, as the population began to move outward from the cities into the new suburbs, demands for telephones consequently grew.

The 1920s was a decade of tremendous growth in technology, including switching systems and rotary-dial telephones. In 1923, the New England Telephone and Telegraph Engineering Office

NE Telephone and Telegraph Engineering Office

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at 47 Pleasant Street was constructed by the New England Telephone and Telegraph Company as a support structure to the Central Office, also referred to as the Telephone Exchange Building, at 26 School Street in Brockton. The employees within 47 Pleasant Street were primarily designing and overseeing the installation of telephone cables and other equipment so that the central office could operate more efficiently.

Plans at the Plymouth County Registry of Deeds dated November 1, 1923, indicate that the engineering offices for New England Telephone and Telegraph included a two-story main block containing a stock room and locker room on the first floor and the "Plant Office" as well as the offices of the "District Plant Chief," "District Plant Engineer," and "Traffic Chief" on the second floor. The one-story block to the east was used as a garage and the yard to the north of the building is identified as a "cable yard." The site plan also indicates a building labeled "shops" to the south of 47 Pleasant Street along Pleasant Street; this building is neither present today nor evident in subsequent maps of the area suggesting it may have never been built. The updated 1954 Sanborn map indicates that the area to the south of 47 Pleasant Street was used as parking for the building.

47 Pleasant Street remained the telephone engineering offices for over 25 years. By 1950, the Sanborn map and deeds indicate that the building was being used by United Shoe Machinery Corporation for office space on the first floor of the two-story main block and stock-room space of the one-story garage block. The Sanborn map indicates that the second floor of the main block was vacant at the time. The United Shoe Machinery Corporation was a supplier of shoe-manufacturing equipment from tacks to factory equipment. It is unknown in what capacity United Shoe Machinery Corporation was using 47 Pleasant Street when the company was also utilizing the first three floors of the ca. 1905 Anglim Building at 93 Centre Street (BRO.553, NRHD 2015) at the intersection of Centre Street and Montello Street and had been since the early 20th century.

By 1958, Brockton street directories indicate that Crawford Press shared the space with the United Shoe Machinery Corporation at 47 Pleasant Street, and in 1961 the building housed Crawford Press and Harvey A. Ford Advertising Agents. Both Crawford Press and Harvey A. Ford Advertising agency were involved in advertising for the shoe industry. Aerial images of Pleasant Street indicate that the one-story rear addition was constructed between 1960 and 1971, presumably the addition was constructed shortly after 1961 to afford more storage space for Crawford Press and the Ford Advertising Agency, which occupied the space at that time.

Post Period of Significance

Until 2016, the building housed the offices and printing facility of Standard Printing, an advertising agency who printed the shoe catalogues for Joy, Clark, Bostonian, and Frye Boots.

The property underwent a tax-advantaged rehabilitation in 2016–2018 to turn this industrial block into 24 residential units that focused on the retention of character-defining features including the masonry, cast-concrete entrance hood, and corbelled-brick cornice with-cast concrete capstone. Additionally, the building's envelope was rehabilitated consistent with the

NE Telephone and Telegraph Engineering Office

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historic appearance of the building and sensitive to its character through the introduction of replica industrial-sash windows and wood service doors at the Pleasant Street elevation of the garage. On the interior, masonry walls, concrete floors, and the steel roof trusses of the garage and the rear block were left exposed. All work was completed to meet the Secretary of the Interior's Standards for Rehabilitation. The residential conversion rehabilitated the historic building, and 24 dwelling units to the city's housing stock.

Charles T. ("Carl") Olson

Charles T. Olson (1866–1940), known as 'Carl,' was born in Vittsjö, Skåne County, Sweden and immigrated to the US in 1886. While residing in Brockton he formed the Olson Brothers Contractors and Builders Company with his elder brother Johannes (John). By the early 20th century, Charles is listed in street directories as an architect and is credited as the architect of the 1901 First Baptist Church (BRD.245) at 18 Summer Street, Bridgewater; the 1913 Lithuanian National Hall (BRO.143; no longer extant) at 668 North Main Street, Brockton; and in 1930, he designed the addition to the 1899 Shaw School (BRO.683) at 311 Quincy Street in Brockton. Mr. Olson is also noted in the 1917 American Contractor Vol 38. as designing a one-story factory on Lawrence Street in Brockton for A.C. Trojan and a two-story storage building on Middle Street for Brockton Iron and Metal.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Allen, Brielly and Doug Kelleher. Massachusetts Historical Commission Form A- (Brockton) Main Street Area. 2017. [Massachusetts Historical Commission]

Ancestry.com: census records, vital records, city directories (1905-1960)

Brockton City Directories (1874 -1961)

City of Brockton Assessors Database

De Land, Fred. Notes on the Development of Telephone Service. *Popular Science Monthly* December 1906, Volume 69: 425-440. *Google Books* Web. 12 April 2017.

Division of Inspection Plan Record. Case B Rack 9 Apartment 13 No. 17075. May 7, 1923.

Dixon, Taya, Leslie Donovan, Katherine Matison, with Betsy Friedberg. National Register of Historic Places Inventory Form for the Centre and Montello Streets Historic District, 2015.

Massachusetts Historical Commission Reconnaissance Survey Report (for Brockton, 1981)

Plymouth County Registry of Deeds

Sanborn Insurance Maps (1909, 1909-Feb 1950, 1954)

The American Contractor. The Business Journal of Construction. Chicago: The American Contractor Publishing Company of Chicago and New York. 1917. *Google Books* Web. 11 January 2016.

United States Federal Census (1900 – 1940)

NE Telephone and Telegraph Engineering Office
Name of Property

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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Returned

Historic Resources Survey Number (if assigned) BRO.701

10. Geographical Data

Acreeage of Property Less than one acre

Use either the UTM system or latitude/longitude coordinates

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- 1. Zone: 19T Easting: 332839 Northing: 4661300
- 2. Zone: Easting: Northing:

NE Telephone and Telegraph Engineering Office
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Verbal Boundary Description (Describe the boundaries of the property.)

The boundary includes the single parcel of land at 47 Pleasant Street, Brockton, MA encompassing Assessor's Parcel No. 092-033.

Boundary Justification (Explain why the boundaries were selected.)

The boundary is limited to the parcel of land historically associated with the New England Telephone and Telegraph Building.

11. Form Prepared By

name/title: Geoffrey Melhuish, Senior Preservation Planner, Epsilon Associates, with Betsy Friedberg, National Register Director
organization: Massachusetts Historical Commission
street & number: 220 Morrissey Boulevard
city or town: Boston state: MA zip code: 02125
e-mail betsy.friedberg@sec.state.ma.us
telephone: 617 727 8470
date: October 2018

Returned

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

NE Telephone and Telegraph Engineering Office
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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: New England Telephone and Telegraph Engineering Office

City or Vicinity: Brockton

County: Plymouth State: MA

Photographer: Geoff Melhuish

Date Photographed: October 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 8: View northwest of south elevation
- 2 of 8: View northeast of south and west elevations
- 3 of 8: View north of entry
- 4 of 8: View southeast of north and west elevations
- 5 of 8: View southwest of north and east elevations
- 6 of 8: Interior, detail of truss and brick wall
- 7 of 8: Interior, view west of corridor showing exposed brick and concrete
- 8 of 8: Interior, view north of Unit 109

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. 460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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List of Figures

- Figure 1 of 7 Locus map showing location of the New England Telephone and Telegraph Building
- Figure 2 of 7 1909-Feb 1950 Sanborn map
- Figure 3 of 7 2017 aerial locus map showing the New England Telephone and Telegraph Building
- Figure 4 of 7 First floor plan
- Figure 5 of 7 Second Floor plan
- Figure 6 of 7 MassGIS, MassIT 2017 (V 1.0) Interactive Property Map, showing 47 Pleasant St.
- Figure 7 of 7 1992 Brockton Assessor Map 92 Lot 033, showing 47 Pleasant Street

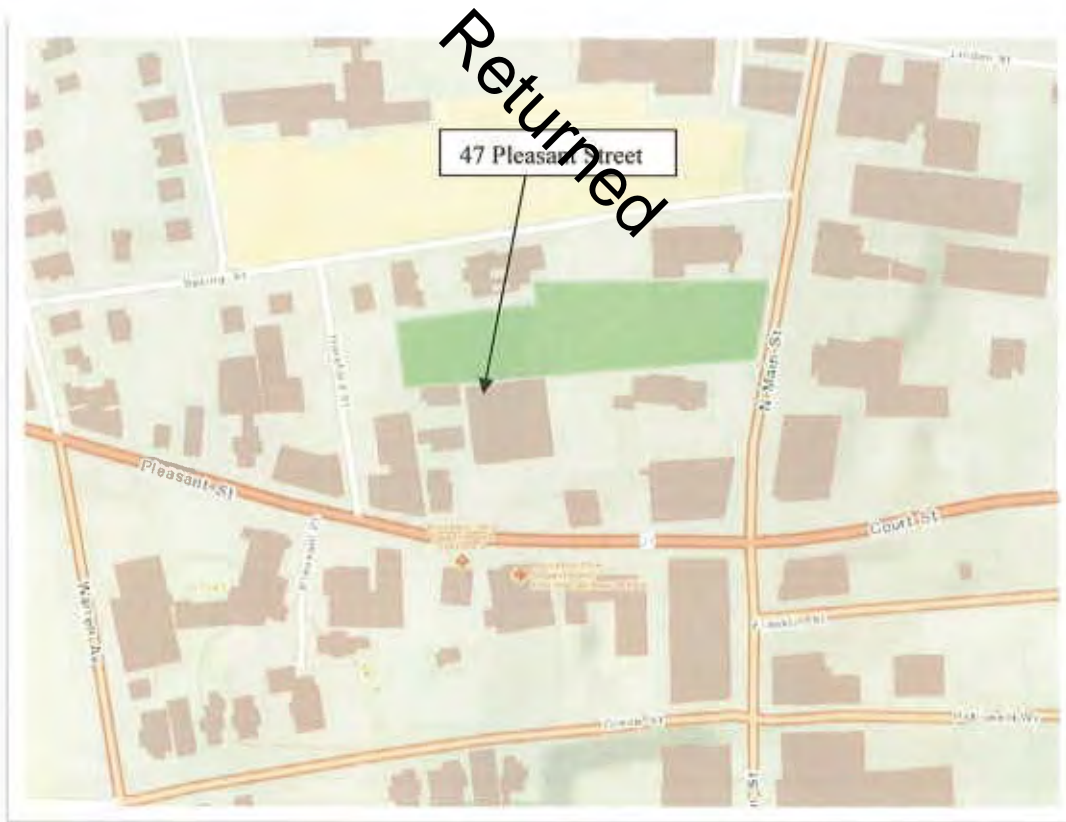


Figure 1. Locus map showing location of the New England Telephone and Telegraph Building

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Plymouth County, MA
County and State

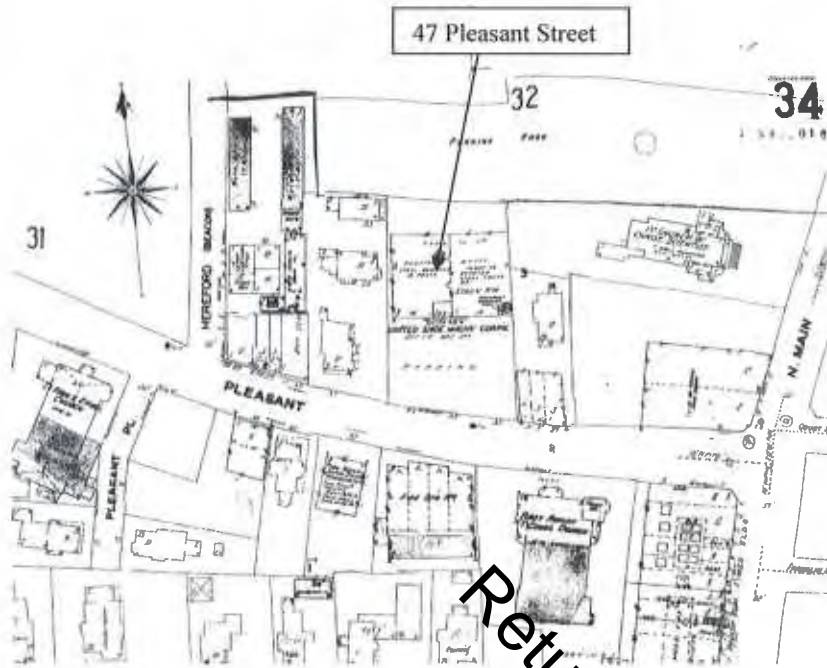


Figure 2. 1909-Feb 1950 Sanborn map



Figure 3. 2017 aerial locus map showing the New England Telephone and Telegraph Building

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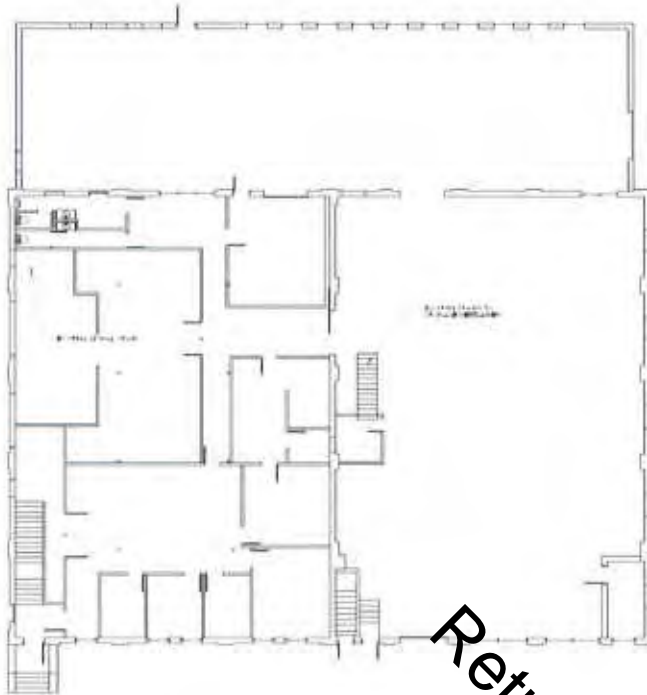


Figure 4. First floor plan



Figure 5. Second Floor plan

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Figure 6. MassGIS, MassIT 2017 (V 1.0) Interactive Property Map, showing 47 Pleasant St.

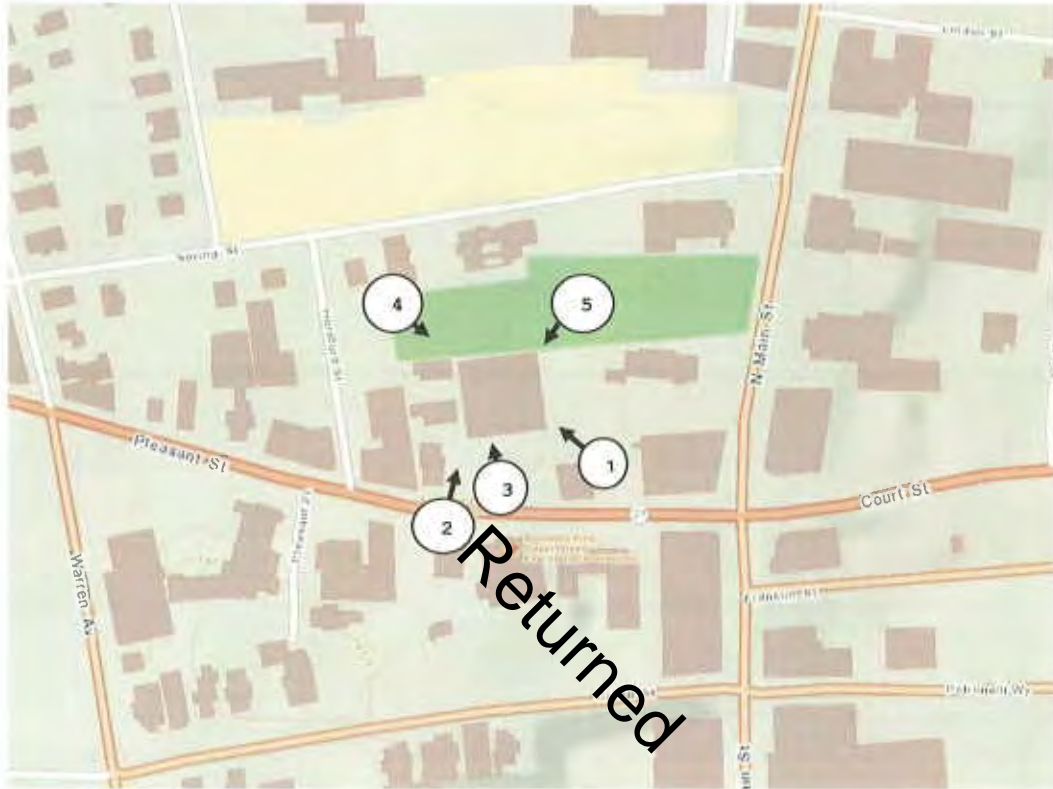


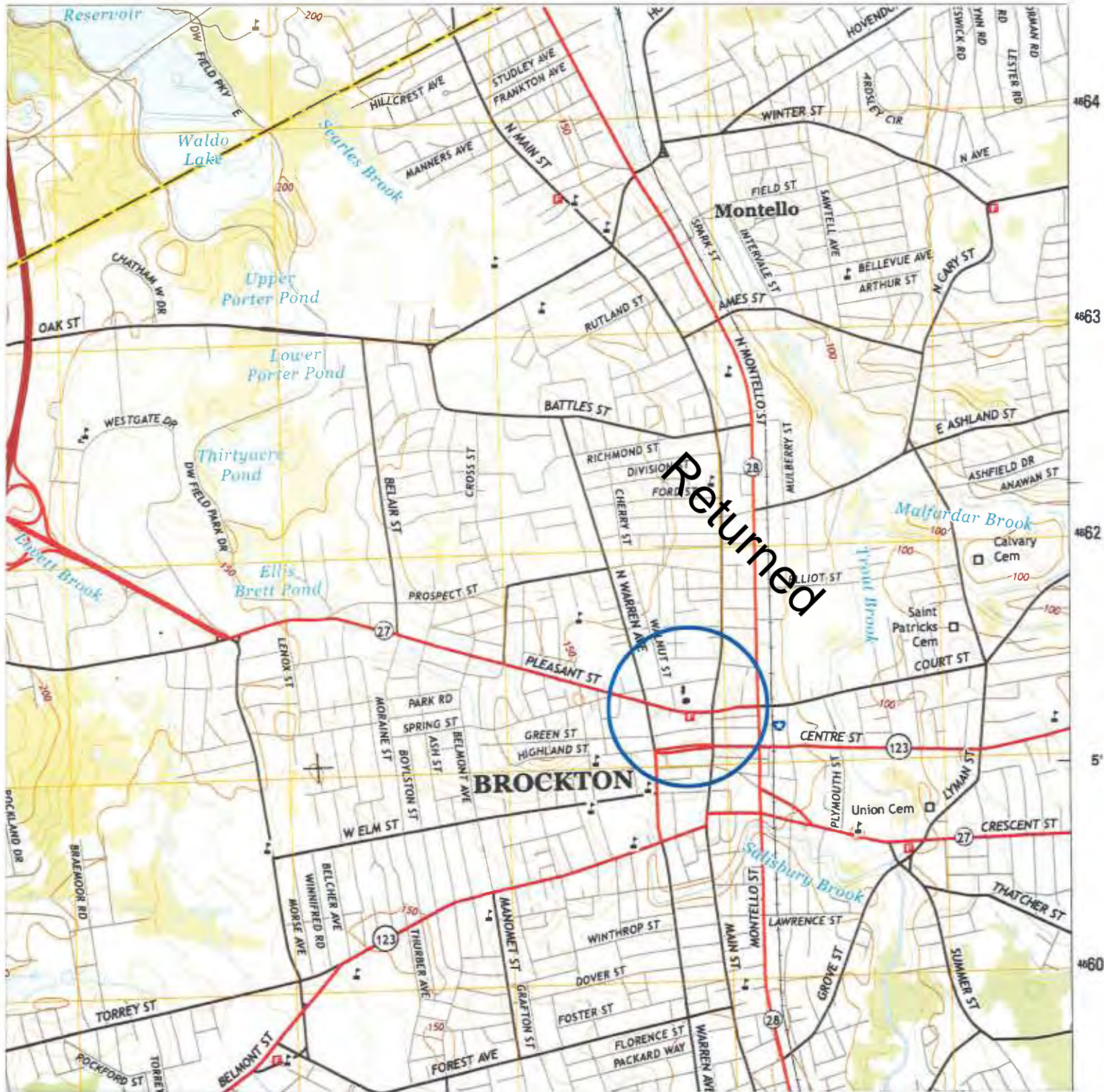
Figure 7. 1992 Brockton Assessor Map 92 Lot 033, showing 47 Pleasant Street

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Key to Exterior Photographs





1.19T332839 4661300

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination
Property Name: New England Telephone and Telegraph Engineering Office
Multiple Name: _____
State & County: MASSACHUSETTS, Plymouth

Date Received: 5/1/2019 Date of Pending List: 5/16/2019 Date of 16th Day: 5/31/2019 Date of 45th Day: 6/17/2019 Date of Weekly List: _____

Reference number: SG100004052

Nominator: SHPO

Reason For Review:

- | | | |
|---|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input checked="" type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 6/17/2019 Date

Abstract/Summary
Comments:

Recommendation/
Criteria

Reviewer Lisa Deline

Discipline Historian

Telephone (202)354-2239

Date 6/17/19

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.

**United States Department of the Interior
National Park Service
National Register of Historic Places
Comments
Evaluation/Return Sheet**

Property Name: New England Telephone and Telegraph Engineering Office
Property Location: 47 Pleasant Street, Brockton, Plymouth Co., MA
Reference Number: SG - 4052
Date of Return: 7/26/2019

Nomination Summary

The New England Telephone Engineering Office nomination is a return due to substantive issues. The property is being nominated at the local level, under Criteria A and C, with the areas of significance of communications and architecture. The period of significance is 1923-1969. The property is located in downtown Brockton, MA.

Issues

Section 8 does not adequately address the significance of this property under Criterion A, for its association in communications and under Criterion C, for architecture, as a utilitarian-designed building constructed in 1923, by local architect, Charles T. Olson.

Under Criterion A, the nomination fails to articulate how this office building, used to house engineering staff for the New England Telephone and Telegraph Company (NETTC), is significant in communications as a support structure to the Central Office. The Central Office building is located a few blocks away at 26 School Street. There is little context provided to explain the role NETTC played in providing communication services during a time of technological growth and before the breakup of the Bell System. There is no discussion on the extent of the Brockton Central Office operation, no comparative analysis with other communication support structures, nor is there a definitive explanation as to why this engineering staff office building rises to the level of local historical significance. The use of this property as telephone engineering offices was “over 25 years.” Therefore, the ending period of 1969 requires further justification.

Under Criterion C, for architecture, the nomination claims it is “modest interpretation of the Classical Revival style in a commercial building,” designed by Brockton architect, Charles T. Olson. However, there is no context presented to evaluate this building with other classically designed buildings in the area nor is there information on the architectural styles and types of buildings used by the phone company during this period. If architectural significance is based on “the work of a master,” then additional contextual information is needed on Olson plus an evaluation and comparison of this building with his other design work. Individually eligible properties must retain a substantial degree of both interior and exterior integrity. This office building appears rather unremarkable architecturally and possesses limited historic interior fabric. Due to this loss, a stronger argument is needed based on the overall arching architectural significance of the building’s historic exterior to demonstrate at least one of the requirements needed for eligibility under Criterion C.

The review of this nomination was recently part of a National Register (NR) staff group discussion. Staff agreed with the MA State Review Board member’s comment (provided in the nomination cover letter) that the “building was not individually eligible for listing, although he also admitted that it might be included in a potential district.” Until further survey work is conducted of downtown Brockton, we are unable to provide comments regarding the eligibility of a potential NR historic district. Historic districts often allow greater flexibility for properties with integrity issues and properties can be considered contributing resources where individual eligibility is not justified.

For additional guidance relating to historic contexts and contextual analysis, please reference the National Register Bulletin, *How to Apply the National Register Criteria for Evaluation*, pages 7 – 9.

If you have any questions about these comments, please feel free to call me at 202-354-2239 or email me at Lisa_Deline@nps.gov.

Lisa Deline, Historian
National Register of Historic Places



The Commonwealth of Massachusetts
William Francis Galvin, Secretary of the Commonwealth
Massachusetts Historical Commission

November 8, 2019

Kathryn Smith
Deputy Keeper
Acting Chief, National Register of Historic Places
Department of the Interior
National Park Service
1849 C Street NW, Stop 7228
Washington, DC 20240

RE: New England Telephone and Telegraph Engineering Office, 47 Pleasant Street, Brockton (Plymouth County), MA

Dear Ms. Smith:

Enclosed please find the following nomination form, reference number SG - 4052, which the MHC is resubmitting:

New England Telephone and Telegraph Engineering Office, Brockton (Plymouth County), MA

MHC staff have worked with the preservation consultants for the project, and we have addressed the comments expressed in the July 26, 2019, review memo in the enclosed revision.

Sincerely,

A handwritten signature in cursive script that reads "Betsy Friedberg".

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

enclosure

cc: Geoffrey Anatole, 15 Torrey Street, Unit 3, Brockton, property owner
Albert Rex, Roysin Younkin, MacRostie Historic Advisors