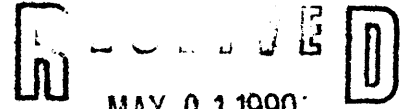


NPS Form 10-900
 (Rev. 8/86)
 Wisconsin Word Processor Format (1331D)
 (Approved 3/87)

OMB No. 1024-0018



United State Department of the Interior
 National Park Service

**NATIONAL
 REGISTER**

**NATIONAL REGISTER OF HISTORIC PLACES
 REGISTRATION FORM**

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register form (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property

historic name South Main Street Historic District

other names/site number N/A

2. Location

street & number Various, see inventory N/A not for publication

city, town Janesville N/A vicinity

state Wisconsin code WI county Rock code 105 zip code 53545

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>14</u>	<u>0</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	_____	_____ sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	_____	_____ structures
	<input type="checkbox"/> object	_____	_____ objects
		<u>14</u>	<u>0</u> Total

Name of related multiple property listing:

N/A

14 0 Total
 No. of contributing resources
 previously listed in the
 National Register 3

4. State/Federal Agency Certification

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

[Handwritten Signature]

3/15/90

Signature of certifying official
State Historic Preservation Officer-WI

Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

Entered in the National Register

entered in the National Register.
See continuation sheet

[Handwritten Signature] 6/1/80

determined eligible for the National Register. See continuation sheet

determined not eligible for the National Register.

removed from the National Register.

other, (explain):

[Handwritten Signature]
Signature of the Keeper

Date

6. Functions or Use

Historic Functions
(enter categories from instructions)

Current Functions
(enter categories from instructions)

COMMERCE/TRADE/professional
COMMERCE/TRADE/specialty store
RELIGION/religious structure
INDUSTRY/manufacturing facility

COMMERCE/TRADE/business
COMMERCE/TRADE/specialty store
DOMESTIC/multiple dwelling

7. Description

Architectural Classification

(enter categories from instructions)

Materials

(enter categories from instructions)

Italianate	foundation	Stone
Second Empire	walls	Brick
Queen Anne	roof	Asphalt
	other	Metal
		Wood

Describe present and historic physical appearance.

General Description

The South Main Street Historic District is composed of the intact nineteenth and early twentieth century buildings along South Main Street in Janesville's downtown commercial district. The Rock River, which runs through the middle of the city, separates the east and west sides of Janesville's downtown and roughly forms the western geographical boundary of the district. A substantial portion of downtown Janesville lies on the west side of the river, although the commercial area on the east side of the river has historically been the center of the city's commercial district. But while the commercial area on the west side of the river is largely contiguous, the east side business district is separated into three parts; the commercial area of North Main Street, the commercial area of East Milwaukee St., and the commercial area of South Main St. Originally these three areas were anchored by four large (four story or more) brick commercial blocks built in the mid nineteenth century. Only one four-story block, the Lappin (Lappin-Hayes) Block, still remains at this corner, and the building groups of the east side commercial district are separated by new construction and vacant or parking lots.

Two of these groups on the east side of the Rock River are already listed in the National Register, the East Milwaukee Street Historic District (NRHP:1980) and the North Main Street Historic District (NRHP:1983). The South Main Street Historic District would complete the inclusion of all historic building groups of the east side commercial district in the National Register. The West Milwaukee Street Historic District will complete the inclusion of all of historic downtown Janesville in the National Register.

South Main Street is a wide, flat street with four lanes allowing for two-way traffic and space for parking on both sides of the street. The district's appearance is typically urban; commercial buildings generally fill the entire block and individual buildings often share party walls. Buildings are uniformly set back from the street with wide sidewalks running in front of them. Only individual trees planted at intervals along the street break up the concrete and asphalt landscape of the district. Street lights on South Main Street also occur at regular intervals and are reproductions of early twentieth century gaslights. Standard mercury vapor lights on tall aluminum poles sit along Court Street. There are no vacant lots located within the boundaries of this district although there are some large vacant and parking lots just outside of the boundaries where extensive redevelopment has taken place.

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The geography of this district has already been discussed, but specifically what separates this district from its neighbors is a combination of geography and physical man-made boundaries. The district is separated from the west side commercial area by the Rock River. It is separated from the north and northeast commercial districts by non-contributing buildings and vacant or parking lots. It is separated from the west and northwest by newer construction, vacant or parking lots, the large park and modern building of the Rock County Courthouse grounds, and by a gradual change to residential architecture. To the south of the district there are public, commercial and residential buildings that gradually give way to residential construction.

While many historic districts are cohesive because they have buildings of a similar size, scale, construction materials, and style, the South Main Street Historic District is slightly different. Its cohesiveness is primarily geographical and functional; that is, the district is a mixture of individual commercial buildings of fine architectural styles joined into building groups by smaller, and less elaborate commercial buildings. The most elaborate of the district's buildings have previously been added to the National Register as outstanding individual examples of commercial architecture. The less elaborate commercial buildings are mostly well constructed and exhibit good nineteenth or early twentieth century style. They not only the physically link the more elaborate structures of the district, they contribute to it architecturally in their own right. The result is a district different from the other commercial districts in Janesville's downtown, making the South Main Street Historic District a special entity in itself.

The buildings of this district range widely in architectural style. There is the formal Greek Revival-influenced Bennett and Clapp Block (12-16 S. Main St., 1851); the large Italianate Lappin-Hayes Block (2 S. Main, 1855, 1899), with its Queen Anne alterations; the heavily-detailed Italianate Fredendall Block (33 S. Main St., 1868-69); the elegant French Second Empire Court Street Methodist Church (38 S. Main St., 1868); the exuberant Queen Anne Kent Block and apartments (52 S. Main St., 1895); the more restrained Queen Anne Helms-McVicar Blocks (29-31 S. Main St., 1905); the Neo-classically influenced commercial block at 32 S. Main St. (c.1905); and the modern Twentieth Century Commercial-Prairie influenced Schaller Block and Woods-Thorne Block (58-60 S. Main St., 1913, 1911).

All the buildings are built of brick, although a few have been faced with other materials like stone veneer, metal panels, or wood, especially on the first floors. Most of the buildings are two or three stories in height, with the four-story

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Lappin-Hayes Block and the Court Street Methodist Church being the taller exceptions. There is one one-story building in the district and a large one-story section attached to the building at 18 E. Court Street. The heights of the buildings are not matched in streetscapes as seen in other sections of Janesville's downtown. Instead a three-story building may be next to a one-story building or a two-story building may be sandwiched in between a four-story building and a three-story building. The only exception is the very small building group created by the Helms-McVicar Blocks and the Fredendall Block (29-33 S. Main St.) which is three stories in height.

The outstanding individual buildings of the district are of such high quality and the intervening structures hold the building groups together so well, there is a strong sense of this small area as an intact historic district. Its physical separation from the other commercial or residential areas of Janesville via vacant lots, new construction, and non-contributing buildings, adds to the cohesiveness of this district.

DESCRIPTION OF SELECTED BUILDINGS

12-16 S. Main St. Bennett-Clapp Block 1851 (1)

The Bennett-Clapp Block is not only the earliest building constructed in the district, it is one of the earliest commercial buildings that still survives largely intact into the late twentieth century. The building is a three-storefront building of three stories in height and constructed of red brick. Fenestration is regular and consists of 10 single pane double hung sashes on both the second and third floors. These windows are largely the only architectural detail of the building. They are topped individually with stone lintels that have a very slight cornice effect and sit on stone sills. The three storefronts all have had some remodeling, although the most southerly storefront, the home of R. M. Bostwick's clothing store from the mid-nineteenth century to the present, has a later historic storefront of large show windows, prism glass transom, flat signage, and a recessed central entrance. The altered storefronts feature smaller show windows, modern entrances, and transoms covered with metal or wood paneling.

The Bennett-Clapp Block was built in 1851 for, at that time, the princely sum of \$12,000. A fine and prestigious location for retail businesses, it housed Bennett and Bostwick's dry goods store, Tallman and Collins' drug store, and the Empire Cash

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store of John Spafford during its early years. Later it was the long time location of James Sutherland's book and stationery store, the McCue and Buss Drug store and R. M. Bostwick's clothing store, which is still in operation today. In the upper stories of this block were a number of professional offices including at one time, the office of Dr. Henry Palmer, the city's most prominent physician and an important civic leader. (2)

2 S. Main St. Lappin-Hayes Block 1855,1899 (3) NRHP

Listed in the National Register of Historic Places in 1976, the Lappin-Hayes Block, built in 1855 and remodeled in 1899, was one of four large business blocks that anchored Janesville's most prestigious commercial area at the corner of East Milwaukee St. and South Main St. The four-story brick block was built of cream brick but is now painted red. Aside from the basic structure, the upper floor windows and their hoods date from the earliest construction of the building and provide the Italianate detail. Each floor has windows of single pane sashes decorated differently. Fourth floor windows are round arched with arched hoods. Above these hoods are brick reveals. The hoods and reveals give the impression of arcaded windows. The third floor windows have slightly segmental arches, and on the second floor the window hoods are bracketed cornices.

The building was originally rounded at the intersection of East Milwaukee and South Main Streets and the 1899 remodeling further accented this corner with a three story pressed metal bay with embossed detailing. Two bays at the northwest corner were also added at this time and similarly decorated. A cast iron classical cornice with modillions is featured at the top of the building on the street facades, also an 1899 addition. The first floor storefronts have been recently remodeled in a manner that both meets modern building codes yet gives a sense of historic storefronts. They feature large show windows, flat signage, and recessed entrances. The building was totally rehabilitated in the 1980s as a tax credit project using the Secretary of Interior standards for rehabilitation and it stands not only as the last remnant of the four blocks that once anchored the east side shopping district in Janesville, but as a fine example of renovation and adaptive reuse of a commercial structure.

The Lappin-Hayes block has historically been primarily a professional block, housing many of Janesville's prominent attorneys, physicians, architects, and other professionals. At the ground floor there have been a number of retail businesses during the building's history. They included James Sutherland's book store, Chapman and Brother's general store, and the M. C. Smith and Company general store, among many others. Several newspapers had offices briefly in this block including the

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Janesville Gazette, the Democratic Standard, the Rock County Recorder, and the Janesville City Times. This building also housed a short-lived bank in Janesville, the Wisconsin Savings Bank (1873-1875), but more importantly, after its closure, its offices were taken up by the Merchants and Mechanics Bank, the first bank in the city to combine commercial and savings account business. The bank stayed in the block until 1881, then moved to 12 W. Milwaukee St. where it remained until 1981. It eventually became part of the Valley Banks chain, now located in new offices on North Main Street. (4)

33-39 S. Main St. Fredendall Block 1868-69 (5)
Architect: George F. Schulze (6) NRHP

The Fredendall block, built in 1868-69 as a commercial-apartment block, was listed on the National Register in 1982 because of its fine and unusual Italianate architecture and as a fine representation of a commercial block in Janesville. The same can be said for it today, as it still represents fine and unusual Italianate commercial architecture and after a sensitive and outstanding renovation, it retains its high level of integrity and much of its original function.

The building is a three-story cream brick block of four storefront bays. Each of the storefronts are delineated by columns on the first floor and brick corbelling on the upper floors. The first floor storefronts have recently been remodeled in an historic manner. There are both north and south end stair entrances to the upper floors. Cast iron Corinthian pilasters accent and separate the storefronts. They are marked RRIW 1869, meaning that they were manufactured by the Rock River Iron Works presumably in 1869. Entrances are recessed and where original entry doors do not exist, replicas of nineteenth century doors have been put in their place. Large awnings marking addresses of the various storefronts extend from the top of the show windows. An extended awning projects into the sidewalk marking the entrance to the offices of the Monterey Mills, an local manufacturing company. Between the first and second floors there is a corbelled brick cornice line of modillions and dentils.

The upper floors are heavily decorated via window ornamentation and brick corbelling. The many regularly placed windows on the facade are all single light double hung sashes that have had their round or segmentally arched tops filled in to allow for a more standard window replacement. While not historically accurate, this detail does not overly detract from the building's integrity. The windows of the second floor are segmentally arched and are decorated with heavy square shouldered hoodmolds. The windows of the third floor are round arched with the same heavy square shouldered hoodmoldings. The only variation to this is the windows above

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the stairwells. These windows on the second floor have the square shouldered hoodmolds but are attached to those of the third floor by a panel of diamond patterned brickwork. The third floor windows over the stairwell also have a pediment-style brick decoration above the shouldered hoodmolds. The third floor windows also have sills supported by corbels.

The building likely had an elaborate cast iron or wooden cornice which has since been removed, but the corbelled brick brackets remain. The side (south) facade of this corner building has window units similar to those of the front facade on its upper stories, but they are much more restrained in their decoration, mimicking rather than copying the window details of the front facade.

This building's origins began with a fire that destroyed the buildings on this site in 1868. John Fredendall acquired the property and erected half of this block. Hiram Baker, who owned the neighboring parcel, joined Fredendall in erecting the rest of the block in 1869. The Fredendall family owned half of the block between the time it was built and 1966. In that year the ownership changed hands. A major fire in 1979 gutted the upper floors of the building and it was acquired by local developer Bob Kimball. Since that time, Kimball has been restoring the building back to its historic elegance and it now is used for retail businesses, offices, and apartments. (7)

The list of businesses that occupied this large block were many and varied. They included harness makers, grocery stores, meat markets, a bike shop, a paint shop, a bakery, and clothing stores. Since the early twentieth century, the Ryan Funeral Home (or undertaker as they were listed earlier) was an important tenant and the apartments in the building were listed as the Ryan Apartments. (8)

38 S. Main St. Court Street Methodist Church 1868, 1906 (9) NRHP

This fine Second Empire building is not only one of the most architecturally interesting in the district but its original function as both commercial building and church is unusual. The three story plus mansard roof story building was listed in the National Register of Historic Places in 1977 because it is an outstanding interpretation of the Second Empire style and because it is historically significant as a combination church-commercial building.

The brick church has been altered somewhat at the first story, but its upper floors are largely intact and contain much of the building's architectural details. The building is, of course, topped by the Second Empire style's trademark--the mansard

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roof. This mansard has straight sides with slight projections above very shallow pavilions that were once entry pavilions. Several brick corbelled chimneys rise above the building and are attached to the mansard. The dormers of the roof are almost all segmental arches with arched hoodmolds and pilasters. The mansard is supported by an elaborate cornice of fancy scrolled brackets, modillions, and full pediments over the entry pavilions. A belt course of brick corbels sits under this ornate cornice.

The second and third story windows span both floors and are actually window units consisting of two sets of segmentally arched or round arched mostly single-light double hung sashes on each floor. Some have been boarded up. These window units have heavy round stone arches with blocks as stops. The stone trim continues down the window units as surrounds. There are corbel stops at the bottoms of the surrounds, and stone sills. The entry pavilion on the south side facade has a variation of this detail, while the entry pavilion on the front or east facade consists of a round arched sash with a similar but slightly differently decorated arch. This window sits on top of a square recessed sash topped with a row of brick corbels. This whole unit is framed with brick pilasters. There are also brick pilasters at the corners of the building.

The first floor front facade is a mid-twentieth century one of medium-sized show windows, metal panels in place of a transom, and a modern entry. The south side facade has some of its detail bricked up, and original first floor windows have been enclosed, but they suggest a similar round arched effect as seen on the second story, perhaps somewhat muted, though. There is also some brick corbelling and a cornice line between parts of the first and second stories of this facade.

The Court Street Methodist Church had its origins in one of the earliest protestant congregations in Janesville. Originally the First Methodist Episcopal Church, the congregation was formed in 1843. Its first church building is a small Greek Revival structure still standing at 315 McKinley St., built between 1847-48. In 1855, the congregation built a new and larger brick church at S. Jackson St. and McKinley St. (demolished). Both of these churches were on the west side of the Rock River. The congregation also grew out of this building and in 1868 and some members decided to build a combination commercial-church building along South Main Street in downtown Janesville. While previous research has conjectured that this was an economy move on the part of the church (gaining income from commercial tenants), it is also possible that the congregation splitting off from the old church felt it had to move closer to parishioners who may have been moving into the developing prestigious Courthouse Hill residential district, near this church's location. In any event,

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this building was completed in 1868, built on the site of a hotel that had just burned to the ground. (10)

In 1905, the two congregations merged to again form one congregation, and built a new church (demolished) on the west side of the river. Eventually this church became the Cargill Methodist Church, still active in Janesville today. At the time of the congregation's move once again to the west side, this building was sold to the Masonic Western Star Lodge No. 14. This group maintained the buildings as commercial space and meeting rooms until 1965. Most of the businesses in the building during its history were grocery stores, but from 1920 to 1974 it was a main part of the J. C. Penney Department Store. Currently an appliance retailer occupies the first floor. (11)

52 S. Main St. Kent Block and Apartments 1895 (12)
Builders: Oscar Nowland and John W. Peters c.1900 (13)

The Kent Block and its attached apartment building on East Court St. is an outstanding example of Queen Anne commercial architecture. The Kent Block is a three story red brick building that features a prominent corner oriel tower of pressed metal that is decorated with modillions, dentils, medallions, and other embossed detail. It is painted and the embossed details are accented in a contrasting color. The roof of the oriel is domed and reaches a full story higher than the top of the building. A pressed metal cornice runs along the east and north facades of the building and features modillions, dentils, and brackets. A brick corbelled frieze runs under the cornice on the east and north facades of the building. A parapet decorated with round pilasters, battlements, a stone plaque reading "Kent Block", and an oval window rises from the center roofline of the front (east) facade.

The fenestration of the upper stories of the main block includes two-story pressed metal oriels decorated with dentils, swags, and embossed foliage. Window units of the bays are single-light double hung sashes. Other windows of the upper stories are single-light double hung sashes with prominent stone lintels placed in a regular manner. On the front (east) facade, these window lintels have jack arches and are not as regularly placed as on the side (north) facade. The first floor of the building has been slightly remodeled, but the original corner entrance to the main store is intact with large show windows. Some metal paneling covers parts of the show windows of the southernmost storefront. There is also a side entrance on Court St. that has show windows and historic columns that delineate a largely intact, but no longer functioning storefront.

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The Kent block is attached to its companion apartment building on Court St. by walkways with metal railings. Records indicate that this apartment building may have been built several years later than the actual Kent Block, although not later than 1900. Although the front facade of the apartment block is faced with red brick like that of the Kent Block, the side walls are constructed of cream brick. There is a pressed metal cornice at the top of the building that features brackets, modillions, dentils, and swags. A brick corbelled frieze runs under the cornice. Two sets of two-story oriel bays decorate the upper stories. They are covered by pressed metal in a manner similar to those of the Kent Block. Windows are single light double hung sashes except for those between the bays. There are two round arched windows there that are decorated with segmentally arched lintels and stone sills. A stone belt course runs across the front facade of the building separating the first and upper floors. The first floor features simple entrances and windows.

Both the Kent Block and its companion apartment building housed many flats. The flats of the commercial block were called the LaVista Flats, while those on Court St. were known as the Court Street Flats. The businesses housed in first floor of the Kent Block itself included grocery stores until 1911 and the Janesville Floral Company until 1924 when they presumably moved to their new quarters south of this building. The building currently houses apartments and an office supply store.

29 S. Main St.	Helms Block	1905 (14)
31 S. Main St.	McVicar Brothers Block	1905 (15)

The Helms-McVicar buildings were both built in 1905, and while they express the Queen Anne style less exuberantly than the Kent Block, they have commonly-seen details of the style. The two-story buildings are constructed of red brick and topped with a metal cornice featuring brackets and modillions. On the frieze of the cornice of the north building is the word "Helms", and on the south building are the words "McVicar Bros" and the date "1905" embossed into the cornice. The upper floors have two-story pressed metal oriel bays that are decorated with modillions and panels of embossed detail. Windows in the bays are single-light double hung sashes. Flanking the oriel in the McVicar Brothers building are single-light double hung sash windows with stone lintels and stone sills.

Both storefronts have been modernized with their show window transoms closed up and new glazing. The entrances are in their original locations, but are modern. The McVicar Brothers Block has a more attractive appearance because the pressed metal of the upper stories has been painted with contrasting colors to bring out the detail of the building.

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The Helms Block was built for the Helms seed store, and it remained in the building until around 1920. Beginning in the 1920s, a cafe operated in this building and remained in operation until well after the mid-twentieth century. The McVicar Brothers Block was built for the McVicar Brothers plumbing shop which had previously had quarters in the neighboring Fredendall Block (described above). The McVicar Brothers were in this building until well after the mid-twentieth century. Presumably, the upper floors were apartments. (16)

32 S. Main St. Commercial Block c.1905 (17)

Plat maps and Sanborn-Perris fire insurance maps indicate that much of this side of South Main Street was redeveloped during the turn of the century years, including this lot, when this Neo-classically-inspired building was constructed around 1905. While its details resemble that of the Queen Anne, they are executed a formal Neo-Classical style and represent the changes commercial architecture was going through in the early twentieth century.

The building is a small three-story brown brick structure topped with parapet roof under which is a cornice with brackets and dentils. The two story pressed metal oriels of the upper floors are the main architectural detail of the building. Instead of the exuberant detail found on Queen Anne bays, these bays are restrained with simple cornices and spandrels. The window units in the oriels feature a 20-light over single-light double hung sash window. The first floor storefront has a recessed entrance and large show windows, but its transom has been covered with paneling. There is also a upper floor entry on the south side of the building.

City directories indicate that this building was originally and briefly a restaurant. It then housed The Nichols Store department store during the 1910s. By 1923, it was part of the J. C. Penney store which took up many of the storefronts along this part of South Main Street. It was the J. C. Penney Store until around 1974.

58 S. Main St. Schaller Block 1913 (18)
60 S. Main St. Woods-Thorne Block 1911 (19)

These two buildings represent the emerging modernism in small commercial construction and are the most modern buildings in the district. These Twentieth Century Commercial style buildings have details that vaguely suggest the Prairie School. The Schaller Block is a small two-story brown brick building that features an arched parapet roof, second story oriel bay window, square block decorations,

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and two narrow windows flanking the bay. The window units in the bay are single light double hung sashes. The first floor of the building has been remodeled with wood paneling, small windows, and a modern entrance.

The Woods-Thorne Block is a two story brown brick block that resembles the Schaller Block. It has a parapet roof with battlements decorated with modernistic medallions. The second story features an oriel with single light double hung sashes. The first floor has been totally remodeled with horizontal wood siding, modern "picture-type" windows and modern entry doors.

The Schaller Block was home to a number of businesses in the twentieth century, including a shoe repair shop, tire shop, grocery store, and medical offices, this last use between the mid-1940s up to the late 1960s. The Woods-Thorne Block was erected as a medical building that included eye doctors, other doctors, and dentists. (20)

18 E. Court St.

H. W. Gossard Corset Co.

c.1905 (21)

This astylistic building has been included in the district because of its geographical proximity to the district and because it was an important commercial building in the twentieth century, although it began as an industrial shop. The main building is three stories in height, built of brick that is painted grey. Brick corbelling suggests a cornice line and belt courses. Windows on the third story of the front facade are double hung sashes with stone lintels and sills and are larger than others on the building. Other window units are simple double hung sashes with segmental arches and stone sills. Some have been bricked up. The main entrance to this part of the building has been altered with a Neo-classical surround of pediment, cornice with frieze, and Ionic columns. Attached to this building is a one-story addition that has a parapet roof, tall front facade windows and a modern double-door entrance.

This building is more interesting for its history than its architecture. It began as the H. W. Gossard Corset Company around 1905 and remained that until around 1927. The Gossard company made ladies corsets and this line of merchandise was continued under the new name of Associated Apparel Industries until around 1931. By 1936 the building belong to the Chambers and Owen company, a wholesale confectionery distributor. Between the mid-twentieth century and the present time, at least the first floor has been the home to Rost's home furnishing store. Apartments have been created on the upper stories. At the present time Rost's is liquidating its business and apartments are expected to be housed in all the building soon. (22)

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Building Inventory

Map Number	Address	Name	Style	Date of Construction	Status
1+	2 S. Main St.	Lappin-Hayes Block	Italianate-Queen Anne	1855, 1899	C*
2	8 S. Main St.	Commercial Block	Astylistic	c.1930 (23)	C
3	12-16 S. Main	Bennett-Clapp Block	Commer. Vernacul.	1851	C
4	18-28 S. Main	Bostwick's Dept. Store	Commer. Vernacul.	c.1875 c.1985,1989(24)	C
5	30 S. Main St.	Commercial Block	Commer. Vernacul.	c.1880 (25)	C
6	32 S. Main St.	Commercial Block	Neo-Classical	c.1905	C
7	34 S. Main St.	Commercial Block	Classical Revival	c.1926 (26)	C
8+	38 S. Main St.	Court St. Methodist Church	Second Empire	1868	C
9	18 E. Court St.	Gossard Corset Co.	Commer. Vernacul.	c.1905	C
10	52 S. Main St.	Kent Block	Queen Anne	1895	C
11	54 S. Main St.	Janesville Floral Company	Twentieth Century Commercial Style	c.1915, c.1929 (27)	C
12	58 S. Main St.	Schaller Block	" "	1913	C
13	60 S. Main St.	Woods-Thorne Block	" "	1911	C
14+	33-39 S. Main	Fredendall Block	Italianate	1868-69	C
15	31 S. Main St.	McVicar Bros. Block	Queen Anne	1905	C
16	29 S. Main St.	Helms Block	Queen Anne	1905	C
17	115 E. Court	Flats	Italianate	c.1900 (28)	C

* C=Contributing in the district.
 + = Previously listed in NRHP.

Notes to Section 7:

- (1) City Directory for the City of Janesville, 1859, p. 37. On file at the Community Development Department, Municipal Building, Janesville, Wisconsin.
- (2) Randall Waller, "Commerce," unpublished thematic research on the history of commercial activity in Janesville, prepared for the City of Janesville and on file in the Community Development Department, Municipal Building, Janesville, Wisconsin.
- (3) National Register of Historic Places nomination form for the Lappin-Hayes Block, 1976. On file at the State Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.
- (4) Waller.
- (5) National Register of Historic Places nomination form for the Fredendall Block, 1980. On file at the State Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.
- (6) Ibid.

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- (7) Ibid.
- (8) City Directories for the City of Janesville, 1859-1967. On file at the Community Development Department, Municipal Building, Janesville, Wisconsin.
- (9) National Register of Historic Places nomination form for the Court Street Methodist Church, 1977. On file at the State Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.
- (10) Ibid.
- (11) Ibid.
- (12) Tax Rolls for the City of Janesville. On file at the Rock County Historical Society, Janesville, Wisconsin.
- (13) National Register of Historic Places nomination for the Pre-World War I Masonry Flat Buildings of Janesville - Thematic Group (not listed). On file at the Community Development Department, Municipal Building, Janesville, Wisconsin.
- (14) Tax Rolls.
- (15) Tax Rolls.
- (16) City Directories.
- (17) Plat maps and Sanborn-Perris fire insurance maps for the city of Janesville. On file at the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin. City Directories.
- (18) Tax Rolls.
- (19) Tax Rolls.
- (20) City Directories.
- (21) Plat Maps and Sanborn-Perris Maps.
- (22) City Directories.
- (23) Field Observation.
- (24) The original date of construction of this building complex is probably around 1875, according to plat and Sanborn-Perris maps of this street. It served as Bostwick's Department Store for many years, then around 1985 it was remodeled extensively for a shopping mall development that has not been successful. The building is currently mostly vacant, but the extensive remodeling has left it without most of its historic detail and therefore it is non-contributing in the district, even though it was the location for an important retail business.
- (25) Field observation.
- (26) Maps and city directories.
- (27) Maps and city directories; remodeling date of c.1929 from inscription on the building and from field observation.
- (28) Maps and city directories.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: nationally statewide x locally

Applicable National Register Criteria x A B x C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance

(enter categories from instructions)	Period of Significance	Significant Dates
Architecture	1851-1930 (1)	N/A
Commerce		

	Cultural Affiliation
	N/A

Significant Person	Architect/Builder
N/A	Schulze, George F. (2)
	Nowland, Oscar and Peters, John W.(3)

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

The South Main Street Historic District is being nominated to the National Register of Historic Places under criteria A and C. It is being nominated under criterion A because the district encompasses historic S. Main St., an important commercial center of Janesville's historic downtown shopping district on the east side of the Rock River in Janesville. The center of Janesville's historic downtown was at the corner of East Milwaukee St. and Main St. which was anchored by four large brick commercial blocks at each corner. Only one of these blocks (the Lappin-Hayes Block, in this district) still exists intact today and this district is the only remnant of that still has all the historic commercial elements that once made up the entire downtown on the east side of the river. Modern intrusions have separated the east side of Janesville's historic downtown into three parts of which the South Main Street area is the most significant part. The South Main Street Historic District joins the two other east side historic districts and one west side historic district that represent the entirety of historic downtown Janesville. They are the North Main Street Historic district, the East Milwaukee Street Historic district, and the West Milwaukee Street Historic District.

The district is being nominated under criterion C because it contains the best concentration of outstanding individual examples of commercial architecture in Janesville. The business blocks that hold together these outstanding structures are, in most cases, also good examples of commercial construction. Because demolition and non-contributing buildings occur primarily outside of the district, the South Main Street historic district stands as an intact group of fine nineteenth and early twentieth century architecture.

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AREAS OF SIGNIFICANCE

Architecture

The South Main Street historic district is a significant concentration of fine individual examples of popular nineteenth century commercial architecture and it contains good examples of popular nineteenth and early twentieth century commercial styles. The significance of this district is that it contains fine and outstanding individual buildings linked together to create a cohesive architectural statement. This district represents the types and kinds of outstanding elements individual builders and owners used to express to the outside world the importance and stylishness of their enterprises. A discussion of the outstanding individual stylistic elements of the district along with a discussion of the good examples of commercial architecture that holds these outstanding buildings together, will address these issues.

The architectural styles found in this district include all the important styles of the nineteenth century. They range from the Greek Revival-influenced Bennett-Clapp Block (12-16 S. Main St., 1851) to the Italianate (with later Queen Anne additions) Lappin-Hayes Block (2 S. Main St., 1855, 1899) and the unusual Italianate Fredendall Block (33 S. Main St., 1868-69), to the elegant Second Empire Court Street Methodist Church (38 S. Main St., 1868), to the exuberant Kent Block (52 S. Main St., 1895), to the modernism of the twentieth century commercial Schaller and Woods-Thorne Blocks (58-60 S. Main St., 1913, 1911). Each of these buildings are fine examples of their style or type of construction and, in fact, several have been individually listed in the National Register (see Section 7).

The earliest extant building in the district is the Bennett-Clapp Block, a commercial vernacular block with Greek Revival influences. Wisconsin's Cultural Resource Management Plan defines and discusses the commercial vernacular form in Wisconsin. Commercial vernacular is a term that is usually applied to simply designed commercial buildings of the nineteenth century. They typically have large show windows associated with historic storefronts, and simple doors with transoms. Upper floors have simple window openings. Sometimes these buildings have cornices consisting of brick corbelling or wood or metal moldings. Period motifs may be employed, but a definite style is not overt. Commercial vernacular buildings are pervasive in communities throughout the state. (4)

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The Bennett-Clapp block (12-16 S. Main St., 1851) is a fine example of a commercial vernacular building that implies the Greek Revival style, but does not overtly show it. It is, though, a fine early example of brick commercial construction in Janesville's downtown. Along the North Main Street historic district, just north of this district, several tiny brick buildings have similar implied Greek Revival styling, but in no way are they near the size of this block. The Greek Revival is implied via the medium-sized, regular fenestration of the upper stories and the stone lintels. Built in 1851, it is logical that it was built using one of the most popular styles during that era. What makes the Bennett-Clapp Block outstanding is its size, high level of integrity, use of fine construction methods, and overall formal statement. This building is an unusual and exceptional example of commercial architecture that predates the exuberance of the Victorian styles that would soon come to dominate this district.

Two of the larger blocks in this district exhibit different but fine interpretations of the Italianate style. The Lappin-Hayes Block (2 S. Main St., 1855, 1899) is primarily an Italianate block with some Queen Anne additions from the turn of the century. According to historic photographs, the original Lappin Block's details were typical of the many Italianate blocks built during Janesville's mid-nineteenth century boom years. The building expresses its style mainly in the window moldings which are decorated differently on each floor.

According to Wisconsin's Cultural Resource Management Plan, Italianate commercial blocks were usually distinguished by their bracketed wood, stone, or metal cornices. Arched window hoods of wood, stone or metal were also common details on the upper stories of Italianate blocks. In fact, the Plan indicates that often Italianate details are sometimes only seen in the upper stories of buildings. In particular, the Plan indicates that there are substantial concentrations of Italianate commercial architecture in the Wisconsin communities of Stoughton, Ripon, Brodhead, and Janesville. (5)

The Lappin-Hayes Block is typical of the Plan's assessment of this type of commercial architecture. While its original cornice was replaced during the Queen Anne era remodeling, it has an outstanding selection of stone window hoods. And, like most other Italianate blocks in the state, this one shows its details on the upper stories only. The Queen Anne additions are finely executed and were constructed during the historic period of significance, though, the sense that this is an Italianate block comes through much more strongly than the Queen Anne influence. Finally, the size and prominence of this block makes it architecturally significant. As the last of the four large blocks that anchored the east side commercial area, it is an architectural landmark in the district and in downtown

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Janesville. Its recent historic renovation, has revived the building's charm and character.

The Fredendall Block is a different interpretation of the Italianate style. It is a fine cream brick structure that has also been recently renovated in a sensitive manner. This block is unusual because of its extensive use of brick corbelling not seen in other buildings in downtown Janesville. The elaborate and heavy shouldered window hoods on the upper floors represent a high level of construction techniques. The new storefronts have retained the original cast iron columns in between new large show windows and reflect the historic appearance of the building. The overall significance of the Fredendall Block lies in its unusual interpretation of the Italianate style, and its overall high level of integrity.

George F. Schulze designed this building. He was a German who practiced in Milwaukee and Janesville. His other important designs in Janesville include the First Ward School (demolished) and his supervision of the construction of E. Townsend Mix's Rock County courthouse of 1870-71 (demolished). Not enough is known about him to assess his overall career, but this building shows he was skilled at designing a fine and elaborate commercial block. (6)

Wisconsin's Cultural Resource Management Plan states that the Second Empire or French Second Empire style derives its name from the era in France under Napoleon III (1852-1870). The major characteristic of Second Empire buildings is the mansard roof with dormer windows. Often tall and elaborately detailed, some Second Empire houses resemble high-style Italianate houses, except for the trademark mansard roof. While the Plan does not elaborate on Second Empire style commercial buildings, it does mention that one of the most outstanding examples of the style is the Mitchell Building (NRHP 1973), a commercial block at 207 E. Michigan St. in Milwaukee that was designed by noted Wisconsin architect Edward Townsend Mix. (7)

The Court Street Methodist Church is not as elaborate as the Mitchell Building in Milwaukee, but it is elaborate and majestic for Janesville. Its outstanding use of Second Empire details in the mansard roof with dormers, the two-story heavily decorated windows, and the abundance of detail, makes this building an architectural showplace in the community. The first floor alterations have affected its integrity, but the towering two stories and mansard third story above the storefront almost totally overshadow these alterations.

The Kent Block (52 S. Main St., 1895) is a fine and typical Queen Anne commercial block, and due to its high level of integrity and design, it is probably the best

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Queen Anne commercial block in Janesville's downtown. The Queen Anne style is known for its irregularity of plan and massing, its variety of surface textures, multiple rooflines and projections, including bays and turrets. Complexity and irregularity are hallmarks of the style. Of course, in commercial blocks, which often are attached to their neighbors and are locked into a rectangular form, the Queen Anne style's irregularity and complexity is often lessened or seen primarily in bays in cornices. According to Wisconsin's Cultural Resource Management Plan, Queen Anne commercial blocks tended to be multi-storied with bays and period ornament. (8)

The Kent Block uses red brick, stone ornament, and pressed metal to give it a variety of surface textures. Since it is essentially a rectangular business block, its irregularity of massing is seen in the variety and irregularity of window treatments, and because it is a corner block, it is able to make the maximum use of bays and has an outstandingly detailed corner turret. The apartment block connected to the main business block is more restrained in its detail, but mirrors the detail of the main block, especially in the bays. What results is a fine example of the Queen Anne commercial block, showing complexity in the use of building materials and the use of elaborately detailed bays and the corner turret. There are other examples of Queen Anne commercial architecture in Janesville's downtown, but the Kent Block is more detailed and makes better use of the elements of the Queen Anne style than any other Queen Anne building in Janesville's downtown.

There are two other (identical) buildings, the Helms-McVicar Blocks (29-31 S. Main St., 1905) that express the Queen Anne commercial style in a less extravagant but quite typical manner. The details of the style are seen in the fine classically-appointed cornice and the pressed metal two-story bays. On both the Kent Block and the Helms-McVicar Blocks, the first floor storefronts have seen some remodeling, but the stylistic details of the upper floors tend to overshadow this lack of integrity.

Finally, there are a few Twentieth Century Commercial Style buildings (54-60 S. Main St.) in the district. The Twentieth Century Commercial style, sometimes in its more elaborate form called the Chicago Style, was popular between 1895 and 1930 in Wisconsin, according to Wisconsin's Cultural Resource Management Plan. The style developed primarily in response to new technology that allowed for a higher and larger building with more expansive floor space. It is particularly associated with Chicago because it flourished after the 1871 fire. Common characteristics include regular fenestration of large divided rectangular windows and little exterior ornamentation. Many Twentieth Century Commercial buildings in Wisconsin have details that suggest the Prairie style and in the case of this district, these buildings are more Prairie than they are the more elaborate Chicago Style. (9)

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There are three buildings in this district that are good examples of the Twentieth Century Commercial style because they possess the details described above and their parapet rooflines suggest the Prairie Style. These buildings also reflect the trend toward scaling down commercial buildings in small towns that no longer needed large, multi-story business blocks. They are an interesting group of Twentieth Century Commercial buildings that add to our knowledge of this type of commercial construction as well as to the significance of this district itself.

Like most downtowns in Wisconsin, many buildings in this district have had their storefronts remodeled. The most altered building group of the district is the old Bostwick's Department Store (18-28 S. Main St.). A few years ago, the building group was remodeled into a downtown "mini mall" and most of its historic window openings were enclosed. The mall, known as the "Olde Towne Mall" failed recently, a new owners have returned the glazing to the exterior windows and are redeveloping the property. The renovation effort returned the historic facade to this large building group and made it contributing in the district.

Other storefront alterations in this district do not overly disrupt the historic character of South Main Street. Because so many of the buildings in the district are three stories in height and have unaltered, detailed upper floors, first floor alterations are largely overshadowed by the upper floors. And, the large decorative buildings in the district draw one's attention to the outstanding architectural elements of the district, and away from the alterations. The fine renovations of the Lappin-Hayes and Fredendall Blocks, plus the high integrity of the Bennett-Clapp Block, the Kent Block, and the Court Street Methodist Church, lessen the impact of the loss of integrity in the district.

There are two buildings in the district that are of interest because they represent an important type of building that became popular during the turn of the century years. The rear portion of the Kent Block (52 S. Main St.), and the flats at 115 E. Court St. are both downtown flats or apartment buildings that reflect the trend toward constructing downtown housing that took up as little land space as possible. The downtown apartment building was an important type of housing in the era when city populations were growing, but before the availability of the automobile made living away from downtown convenient. The stylistic apartment house attached to the Kent Block represents the elegant downtown apartment house usually built for middle and upper class residents. The flats on East Court Street are a more modest type of apartment house, probably built for middle or working class families. But both apartment houses add to the architectural significance of this district because of their importance in the development of housing in downtown Janesville.

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The Rock River divides Janesville's historic downtown into two parts. On the west side of the river is the West Milwaukee Street Historic District. On the east side of the Rock River is Janesville's historic east side downtown which was considered to be the center of all of Janesville's commercial district. Because of demolition and remodeling on the east side of the river, Janesville's historic east side downtown consists of three distinct building groups; the North Main Street Historic District, the East Milwaukee Street Historic District, and the South Main Street Historic District.

The North Main Street Historic District consists primarily of small, two-story commercial buildings and is especially distinctive for its concentration of the earliest commercial architecture in Janesville. The East Milwaukee Street Historic District consists of a small group of two and three-story commercial buildings that are distinctive primarily because they are all that remains of large commercial blocks that once existed all along East Milwaukee Street from the Rock River. This district, the South Main Street Historic District is the best example of what all of the east side shopping district looked like in the nineteenth century, a mixture of two story buildings and commercial blocks anchored by a large four-story commercial and office block. The South Main Street Historic District contains a fine concentration of individual commercial buildings, held together by other good examples of commercial architecture, and as such, it is eligible for and should be listed in the National Register of Historic Places.

Commerce

The South Main Street Historic District is significant for commerce because it contains the best concentration of Janesville's most historically important commercial buildings. The district also best represents the commercial diversity that existed in Janesville's east side downtown. Once the entire east side of Janesville's downtown consisted of medium and small commercial buildings anchored by much larger commercial blocks that housed both commercial businesses and either offices or apartments. Examples of such buildings include the Lappin-Hayes Block, the Fredendall Block, the Kent Block, and the Court Street Methodist Church. Because demolitions, new construction, and remodeling has divided up the historic building groups in Janesville's east side downtown, there are two other historically important building groups that have been identified in this part of Janesville's downtown. But, of all the extant historic building groups in Janesville's east side downtown, the South Main Street Historic District best represents the diversity and importance of commercial activity in downtown Janesville.

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The corner of East Milwaukee Street and Main Street was once the center of commercial activity in historic Janesville and commercial buildings along Main Street, in particular, were prestigious locations for retail or professional businesses. All of the buildings in the district housed commercial activity, and the most stylistic buildings in the district housed some of the most important commercial businesses or activities in downtown Janesville.

Janesville was, and still is, an important industrial community, but it has also been an important commercial center for both local and regional trade. Beginning with the Civil War era, Janesville was the largest and most important community in its immediate area, and like all other communities in the state, commerce was an important component in the community's economic base. Wisconsin's Cultural Resource Management Plan has yet to discuss and identify historic resources in commerce, but historians of Wisconsin have discussed the importance of commerce in Wisconsin's communities.

Trading in goods and services began in Wisconsin communities almost from the beginning of their settlement, some businesses starting out in primitive log cabins. Often pioneer businesses were varied, incorporating general store, inn, and post office all under one roof. As communities developed, even the smallest towns had a variety of stores such as groceries, dry goods, and hardware stores, among others. Larger communities, such as Milwaukee, had larger stores featuring more specialty goods. The popularity of retailing increased during the late nineteenth century and while the pioneer general store persisted during this time, it did not increase in numbers, as retailing became more specialized. Most significantly, in retailing during the nineteenth century, high turnover of businesses was the rule and not the exception. (10)

The development of commerce in Janesville began with early settler Henry Janes in his cabin, built in 1836, at what is now the intersection of East Milwaukee Street and Main Street (on the site of the Lappin-Hayes Block, 2 S. Main St.). Like the early development of commerce indicated above, Janes' cabin was used as an inn, general store, and post office, and became the first location of commercial activity in the city. Janes also operated a ferry across the Rock River at this location. But while this was the first commercial activity in what would become Janesville, the first real retail store was opened in 1839 by Thomas Lappin and an investor from Milwaukee. By 1840, Lappin was in business alone and in 1842 he erected a frame commercial building on the site of Janes' cabin. He operated his general store there, and in 1855 he erected the fine Italianate Lappin Block (subsequently remodeled and now known as the Lappin-Hayes Block, 2 S. Main St.). (11)

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From these beginnings, commercial activity took off in Janesville. During the 1850s, especially, Janesville entered a boom era of industrial and commercial growth and a substantial commercial area sprang up along East Milwaukee Street and along both North and South Main Streets, radiating from Lappin's Block at the corner of East Milwaukee Street and Main Street. In 1845 Janesville had 19 retail businesses in its fledgling downtown, but by 1855, there were 42 retail establishments and several large brick business blocks had been erected along Main Street and Milwaukee Street. In fact, the business district in Janesville was anchored by four large four story blocks, on each corner of the intersection of East Milwaukee Street and Main Street. These blocks included the Smith block, the Myers House Block, the Lappin Block, and the Jackman Block. Of these four blocks, only the Lappin (Lappin-Hayes) Block exists in its historic condition today.

Supplementing the large business blocks on the east side of the Rock River were smaller brick or frame buildings that extended north along North Main St., south along South Main St., and east along East Milwaukee St. While the large blocks usually housed primarily prestigious professional offices or large hotels, the smaller blocks usually housed small retail businesses on the first floor and small office or residential space on the upper floors. During the earliest years of the development of downtown and prior to the era of mass industrial production of goods and services, small industrial shops such as harness makers, blacksmiths, and tin shops were interspersed between retail establishments. (12)

As the downtown grew during the 1850s, it expanded onto the Milwaukee Street bridge, over the Rock River along West Milwaukee Street, and into River and Franklin Streets as well. Large blocks similar to those of the east side were built, including the five story Hyatt House (destroyed by fire in 1867) and the expansive Exchange Block that angled from West Milwaukee St. into Franklin Street. (13)

Early plat maps and early Sanborn-Perris fire insurance maps indicate that the part of Janesville's downtown in the South Main Street Historic District radiated from the large business blocks on the corner and that some filling in of vacant lots and redevelopment of older buildings in the southern portion of the district occurred during the late nineteenth and early twentieth century. This can be seen by studying the building inventory and noting the dates of construction of the buildings in the district. The buildings in the district show that the oldest buildings are at the north end of the district, with the exception of the Fredendall Block, while the newer buildings are further south in the district. This suggests that this street experienced both expanding growth and redevelopment during the nineteenth and early twentieth century.

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By 1900, Janesville's entire downtown had reached maturity. North and South Main Street on both sides extending two to three blocks in each direction were filled with commercial blocks anchored by the four large business blocks at the intersection of East Milwaukee St. and Main St. For about two blocks east along East Milwaukee St. there were additional streetscapes of commercial buildings. On the west side of the river, commercial buildings (now demolished) were built on the Milwaukee Street bridge and streetscapes of commercial buildings traveled up West Milwaukee St. for at least five blocks. Streetscapes of commercial buildings also covered several blocks of River Street, Franklin St. and a few commercial blocks extended into Jackson Street and High Street on the west side of the river.

Since commerce was important in Wisconsin communities, it was usually the first economic activity of any pioneer settlement, as entrepreneurs took advantage of the fact that new settlers needed temporary shelter, foodstuffs, and agricultural materials in order to begin homesteading. The above discussion also details the rapid growth and development of Janesville's downtown as a commercial center. It is apparent, then, that Janesville, beginning in the 1850s and throughout the late nineteenth century and early twentieth century, developed a large and significant commercial center, one that served not only local residents but also a regional trade as well.

The buildings of the South Main Street Historic District housed a variety of important commercial goods and services and historic maps indicate that Main Street (north and south) was probably the earliest developed and most important commercial area in Janesville's downtown. It had the fine hotels, large stores, and many prestigious office buildings. For example, the earliest block in this district, the Bennett-Clapp Block (12-16 S. Main St., 1851) housed the Tallman and Collins drug store. Tallman and Collins went on to become important perfume manufacturers in the city. James Sutherland's book store was here briefly, but was a long-term business in this district. R. M. Bostwick's clothing store, still in operation today, was one of Janesville's most prestigious tailor and clothing stores. Also, Dr. Henry Palmer, the city's most prominent physician and most significant business investor in the nineteenth century, had offices here.

As stated earlier, the Lappin-Hayes Block is the only remaining four-story business block of the four that stood on all corners at the intersection of East Milwaukee and Main Streets. It was a prestigious address for professional offices and retail stores, and prominent attorneys, physicians, architects, and other professionals filled the upper floors of this building. In particular, this block was the home to a number of nineteenth century newspapers and banks.

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The other buildings in the district also housed important businesses or services. The Fredendall Block (33 S. Main St.), one of the district's large and impressive blocks, was the long-time home of the Ryan Funeral Home and other businesses that offered a wide variety of goods and services. Unlike other large blocks, the Fredendall Block had apartments on the upper floors instead of professional offices. The Court Street Methodist Church is the most unique building in the district and one of the most unusual in Janesville's downtown. It was built for church activities that took place primarily on the upper floors. The first floor, though was originally built to house commercial businesses and was home to a number of grocery stores. In the twentieth century, the first floor was part of the J. C. Penney Store, a large and important department store in the city. The upper floors eventually served as meeting places for fraternal lodges.

The Kent Block, like the Fredendall Block, was the home of commercial businesses on the first floor, but was an apartment building on the upper floors. The commercial enterprises during the building's early years of operation included grocery stores. The Kent Block's most important tenant, the Janesville Floral Company, was located there for about 15 years before it moved further down the street into its own building. The Kent Block has housed a variety of retail businesses since that time. The Kent Block is also unusual because it is attached to an architecturally identical three-story apartment house.

Two other long-time and important businesses housed in buildings in this district include the Helms Seed Store, the McVicar Brothers Plumbing shop (29 and 31 S. Main St.). These businesses occupied their respective buildings for well over 50 years. Other businesses in the district included small department or specialty stores, and medical offices.

The most prominent business in this district, and the most important department store in Janesville was Bostwick's Department Store (18-28 S. Main St.). Bostwick's Department Store was a large locally-owned business that, because of its size and reputation for fine quality goods, drew considerable numbers of shoppers to Janesville's downtown. While the buildings that housed this important business were altered in the mid-1980s, making the building non-contributing, new owners have restored the exterior facade to a historic appearance that better represents the historically prominent commercial business that occupied these buildings for much of the nineteenth and early twentieth century.

This district also contains an extant building that represents the light industrial activity that often occurred side-by-side with commercial businesses, especially in

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in the nineteenth century. This building is the H. W. Gossard Corset Company (18 E. Court St.). Between around 1905 and 1927 the Gossard Corset Company manufactured ladies corsets. The manufacturing of garments was often connected with downtowns, especially in the upper floors of commercial buildings. It is somewhat unusual that the Gossard Company constructed an entire building for their manufacturing enterprise. But it is typical that they built it near downtown. The manufacturing of corsets continued until 1931 under the name of Associated Apparel Industries. After this time, the building was converted into a wholesale warehouse, and most recently, it was the long-time home of Rost's home furnishing store.

Commercial activity, in the area of both goods and services, was the most important component of all the activities in the South Main Street Historic District. And, because of the concentration of important and prestigious commercial buildings in this district, the South Main Street Historic District is a distinctive historic commercial entity within Janesville's downtown. Historically, the east side of Janesville's downtown was considered the center of the city's commercial activity, and the South Main Street Historic District is the best remaining building group that represents the importance of Janesville's east side downtown.

Notes to Section 8:

(1) This period encompasses the dates of construction of the buildings in the district and encompasses the most significant historic commercial development within the district boundaries.

(2) National Register of Historic Places nomination form for the Fredendall Block, 1980. On file at the State Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.

(3) National Register of Historic Places nomination form for the Pre-World War I Masonry Flat Buildings of Janesville - Thematic Group (not listed). On file at the Community Development Department, Municipal Building, Janesville, Wisconsin.

(4) Barbara Wyatt, ed., Cultural Resource Management in Wisconsin: Vol. 2, Madison: State Historical Society of Wisconsin, 1986, Architecture, p. 3-10.

(5) Ibid., p. 2-6.

(6) Nomination form for the Fredendall Block.

(7) Wyatt, p. 2-11.

(8) Ibid., p. 2-15.

(9) Ibid., p. 2-20.

(10) Richard N. Current, The History of Wisconsin, Vol. II: The Civil War Era, 1848-1873, Madison: State Historical Society of Wisconsin, 1976, pp. 107-108; and Robert C. Nesbit, Vol. III: Urbanization and Industrialization, 1873-1893, Madison: State Historical Society of Wisconsin, 1985, pp. 211-213.

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(11) Waller, "Commerce," unpublished thematic research on the history of commercial activity in Janesville, prepared for the City of Janesville and on file in the City Development Department, Municipal Building, Janesville, Wisconsin, n.p.

(12) Waller; Sanborn-Perris fire insurance maps for the city of Janesville. On file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin.

(13) Waller.

ARCHEOLOGICAL STATEMENT

Significant archeological artifacts have been found in Rock County and the Janesville area. In Janesville, near the present Milwaukee Street bridge, just west of the district, there was a noted crossing point on the Rock River for historic Native Americans (RO-84), but no related cultural deposits have been located. Since this district has had a considerable amount of building and rebuilding, any surface prehistoric or historic archeological resources are probably no longer extant. However, it is likely that hidden resources may remain, particularly those related to earlier buildings in this district. Therefore, although no archeological surveys were undertaken for this nomination, this district may have some potential for the existence of prehistoric and particularly historic archeological resources.

PRESERVATION ACTIVITY

Preservation and restoration activities have been a tradition in Janesville. Since 1974, the Rock County Historical Society has sponsored an annual tour of homes throughout the city that displays current restoration efforts and the various stages of the restoration process. This annual tour has been a popular and well-received event. It has helped to motivate further restoration activities and has raised the level of interest in preservation throughout the community. The 1986 tour of homes was held in the Courthouse Hill Historic District and a plaque has been placed in a prominent location in the district marking the area as a district listed in the National Register.

In the Look West and Old Fourth Ward historic districts, many property owners, along with the city of Janesville, have taken an interest in the restoration and renovation of historic structures. Located prominently in the Look West historic district are The Tallman Restorations. The Tallman house has been restored and maintained as a museum house for a number of years and has the reputation of being one of the finest museum houses in the midwest. The Tallman house was listed in the National Register in 1970.

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Janesville's Historic Preservation Commission, established in 1981, is very active in the community and has played a role in the nomination of historic districts in Janesville. This particular project reflects the growing local interest in the renovation and revitalization of Janesville's downtown resources in order to stimulate business activity in the city's central business district.

9. Major Bibliographical References

 x See continuation sheet

Previous documentation on file (NPS):

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

Primary location of additional data:

 x State Historic preservation office
 Other State agency
 Federal agency
 x Local government
 University
 Other

Specify repository:

 City of Janesville; Dept. Comm. Develop.

10. Geographical Data

Acreage of property 3 acres

UTM References

A	<u> </u> 1 /6	<u> </u> 3/3/4/2/8/0	<u> </u> 4/7/2/7/3/6/0	B	<u> </u> 1/6	<u> </u> 3/3/4/3/6/0	<u> </u> 4/7/2/7/1/4/0
	Zone	Easting	Northing		Zone	Easting	Northing
C	<u> </u> 1/6	<u> </u> 3/3/4/4/4/0	<u> </u> 4/7/2/7/2/2/0	D	<u> </u> 1/6	<u> </u> 3/3/4/4/7/0	<u> </u> 4/7/2/7/3/2/0

 See continuation sheet

Verbal Boundary Description

 x See continuation sheet

Boundary Justification

 x See continuation sheet

11. Form Prepared By

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organization for the City of Janesville
street & number Rt.2, 5581A Hackett Rd.
city or town Whitewater

date July, 1989
telephone (414) 473-6820
state WI zip code 53190

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MAJOR BIBLIOGRAPHICAL RESOURCES

- Birds' Eye Views of the City of Janesville. Rock County Historical Society, Janesville, Wisconsin.
- Current, Richard N. The History of Wisconsin, Vol. II: The Civil War Era, 1848-1873. Madison: State Historical Society of Wisconsin, 1976.
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- National Register of Historic Places nomination form for the Court Street Methodist Church, 1977. On file at the Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.
- National Register of Historic Places nomination form for the Fredendall Block, 1980. On file at the Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.
- National Register of Historic Places nomination form for the Lappin-Hayes Block, 1976. On file at the Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.
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- Nesbit, Robert C. The History of Wisconsin, Vol. III: Urbanization and Industrialization, 1873-1893. Madison: State Historical Society of Wisconsin, 1985.
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- Tax Rolls for the City of Janesville. Rock County Historical Society, Janesville, Wisconsin.
- Waller, Randall. "Commerce." Unpublished thematic research on the commercial activities in the City of Janesville. On file in the City Development Department, City of Janesville, Wisconsin.
- Wyatt, Barbara, ed. Cultural Resource Management in Wisconsin, Vol. 2. Madison: State Historical Society of Wisconsin, 1986.

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Section number Photos Page 1 South Main Street Historic District,
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SOUTH MAIN STREET HISTORIC DISTRICT, Janesville, Rock County, WI. Photos by C. Cartwright, October, 1988. Negatives at the State Historical Society of Wisconsin. Views:

- 1 of 9: Corner of East Milwaukee St. and South Main St., looking north at the North Main Street Historic District, out of the South Main Street Historic District, view from the south.
- 2 of 9: Corner of East Milwaukee St. and South Main St., looking east at the East Milwaukee Street Historic District, out of the South Main Street Historic District, view from the west.
- 3 of 9: Corner of East Milwaukee St. and South Main St., looking west at the West Milwaukee Street Historic District, out of the South Main Street Historic District, view from the east.
- 4 of 9: Map Numbers (right to left) 1, 2 and 3, view from the southeast.
- 5 of 9: Map Numbers (right to left) 4, 5, 6, 7, 8, view from the southeast.
- 6 of 9: Map Numbers (left to right) 10, 9, view from the northeast.
- 7 of 9: Map Numbers (right to left) 10, 11, 12, 13, view from the east.
- 8 of 9: South of Map Number 14, out of the district (looking into Courthouse Hill Historic District), view from the northwest.
- 9 of 9: Map Numbers (right to left) 14, 15, 16 and looking out of the district, view from the southwest.

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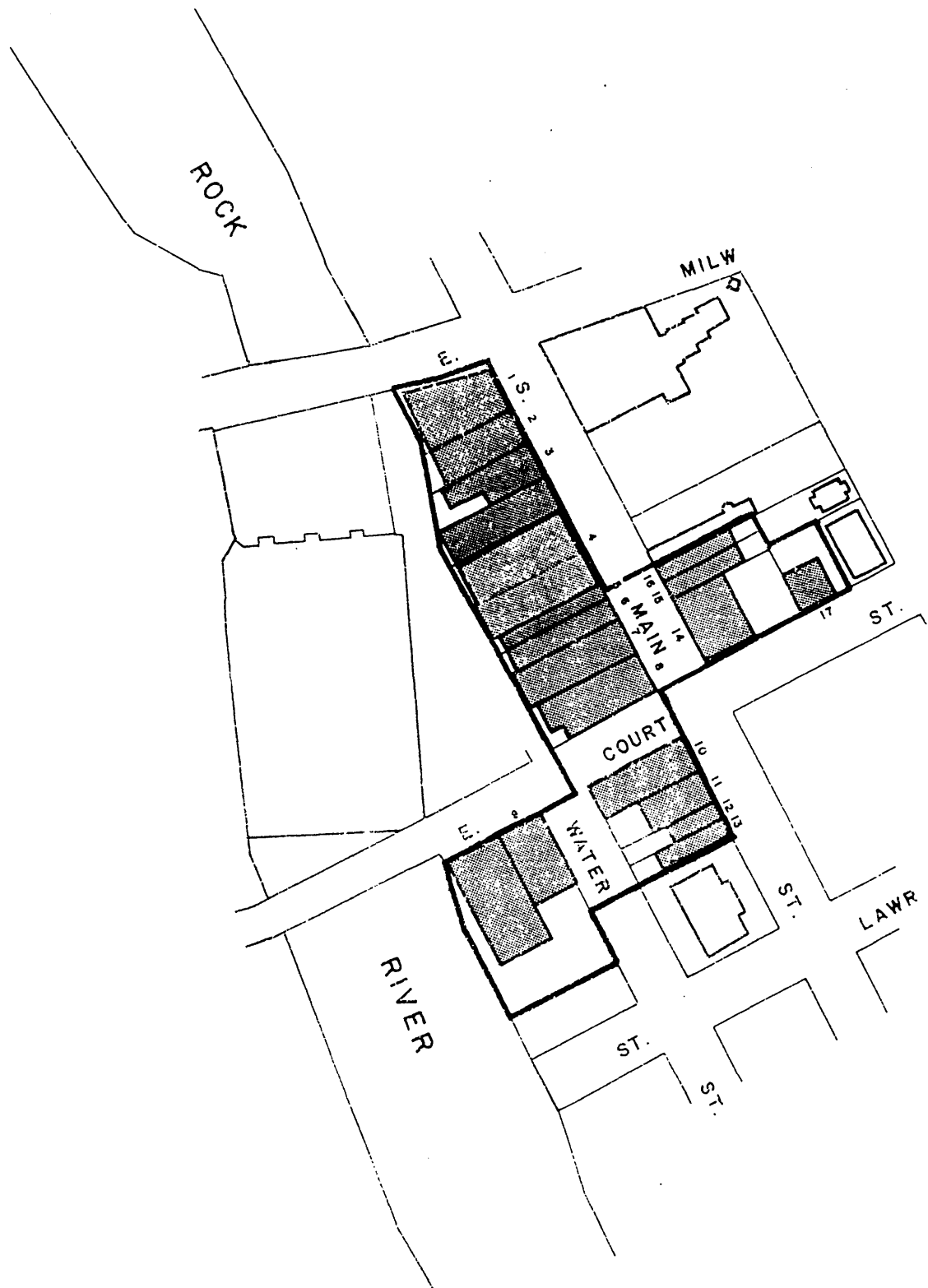
Verbal Boundary Description

Beginning at the intersection of the south curblineline of E. Milwaukee St. and the west curblineline of S. Main St., then south along this line to the intersection with an extension of the north lot line of Map Number 16, then east along this line to the rear lot lines of Map Numbers 15-16, then south along this line to the north lot line of Map Number 17, then east along this line to the east lot line of Map Number 17, then south along this line to the north curblineline of E. Court St., then west along this line to the west curblineline of S. Main St., then south along this line to the south lot line of Map Number 13, then west along this line to the west curblineline of Water St., then south along this line to the south lot line of Map Number 9, then west along this line to the Rock River, then north along the River to the south curblineline of E. Court St., then east along this line to the rear lot lines of Map Numbers 1-8, then north along this line to the south curblineline of E. Milwaukee St., then east along this line to the point of beginning.

Verbal Boundary Justification

This boundary encompasses the intact southern section of the historic east side commercial district in downtown Janesville. The Rock River forms the general western boundary, while non-contributing buildings and East Milwaukee St. form the northern boundary. North of this boundary is the North Main Street Historic District, already listed in the National Register. Northeast of this boundary is the East Milwaukee Street Historic District, already listed in the National Register. There is a major non-contributing building, a large parking area, and a smaller non-contributing building that have been drawn out of the district on the east side of S. Main St.





East Court Street and the large Rock County Courthouse grounds provide the southeastern boundary of the district. The historic old Janesville library building, already listed in the National Register, forms the southwestern end of the district. Beyond the library are buildings of mixed residential, public, and commercial usage and are not historically related to the buildings within the district's boundaries. The building at 18 E. Court St. was drawn into the district because it has historic integrity, geographical proximity to the district, and even though it began as a factory building, it has been used extensively for commercial purposes in the twentieth century. The focus of this district is the historic South Main Street commercial buildings that are still extant in downtown Janesville. The boundaries were drawn specifically to address this focus.



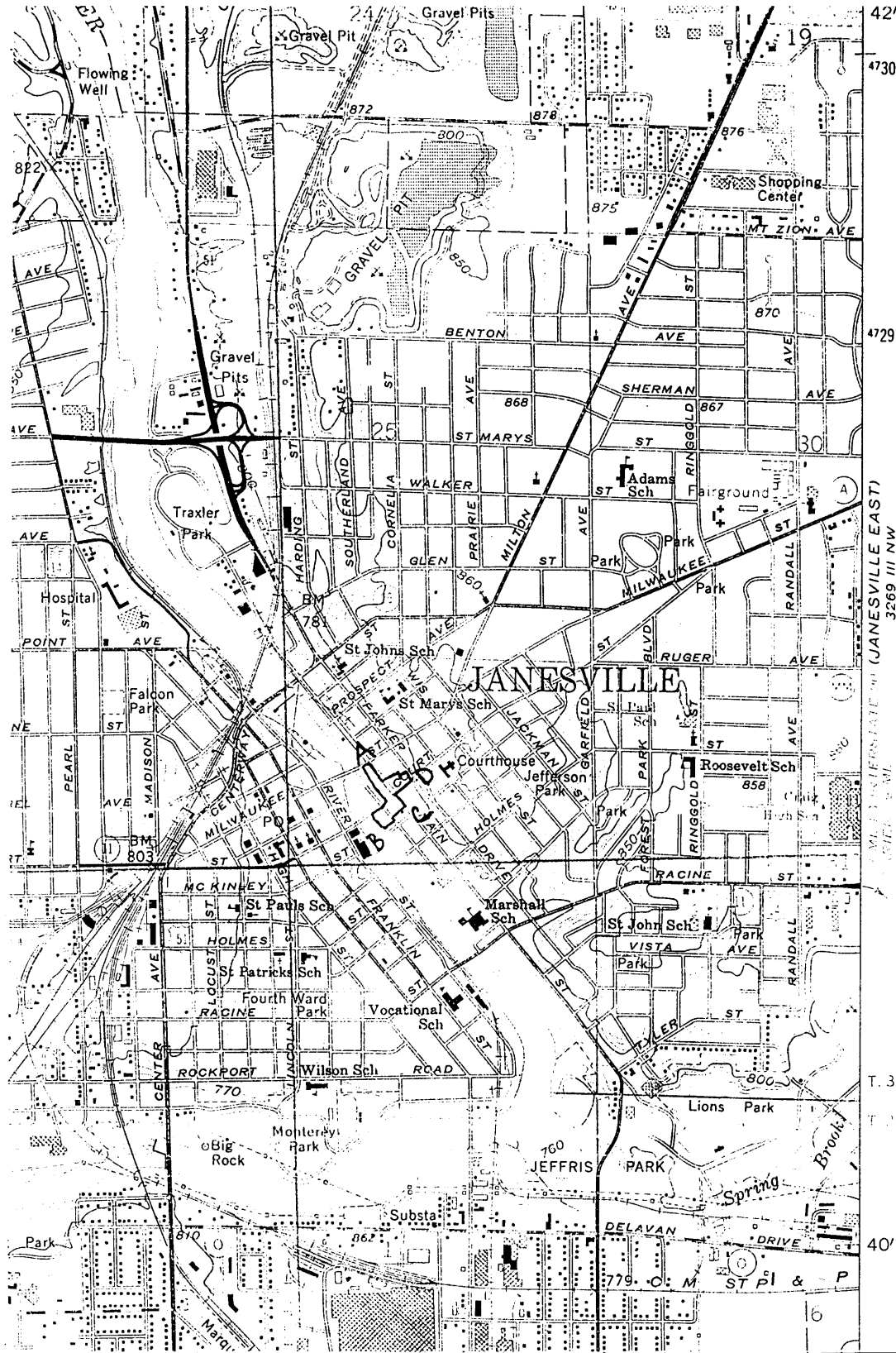
**SOUTH MAIN ST. HISTORIC DISTRICT
 JANESVILLE, ROCK COUNTY, WISCONSIN**

NOT TO SCALE

LEGEND

-  DISTRICT BOUNDARY
-  25 MAP NUMBER
-  CONTRIBUTING STRUCTURES
-  NON-CONTRIBUTING STRUCTURES





South Main Street
 Historic District
 Janesville, Rock Co. WI
 UTM References:
 A: 16/334280 / 4727360
 B: 16/334360 / 4727140
 C: 16/334440 / 4727220
 D: 16/334470 / 4727220