NPS FORM 10-900
(Rev. 8/86)
Wisconsin Word Processing Format
(Approved 3/87)

OMB No. 1024-0018

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 of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries on a letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only 25% or greater cotton content bond paper.

1. Name of Property

historic name   Main Street Commercial Historic District

other name/site number   N/A

2. Location

street & number   Various - See Item 7   N/A   not for publication

city, town Platteville   N/A vicinity

state Wisconsin   code WI   county Grant   code 043   zip code 53818

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
X private	___ building(s)	contributing	noncontributing
X public-local	X district	60	15 buildings
___ public-State	___ site	1	___ sites
X public-Federal	___ structure	___	___ structures
	___ object		___ objects
		60	15 Total

Name of related multiple property listing:

N/A

No. of contributing resources previously listed in the National Register ____1____

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.

Signature of certifying official _____ Date 1/29/80

State Historic Preservation Officer- WI
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:

_X_ entered in the National Register.
___ See continuation sheet

Mark R. Bahr   Entered in the National Register   9 March 1992

___ determined eligible for the National Register. ___ See continuation sheet _____

___ determined not eligible for the National Register _____

___remoted from the National Register. _____

___ other, (explain:) _____

_____ Signature of the Keeper _____ Date

6. Functions or Use

Historic Functions (enter categories from instructions)	Current Functions (enter categories from instructions)
Commerce/Trade/ Specialty store	Commerce/Trade/ Specialty Store
Commerce/Trade/Department store	Commerce/Trade/Department Store
Social/ Meeting hall	Social/ Meeting hall
Industry/ Manufacturing Facility	Industry/Manufacturing Facility

_x_ See Continuation Sheet

National Register of Historic Places
Continuation Sheet

Section number __6__   Page __1__   Main Street Commercial   Historic District
Platteville, Grant County, WI

Functions   or Uses Cont.

Government/	City Hall
Government/	Post Office
Education/	Library
Landscape/	Park

Government/	City Hall
Government/	Post Office
Education/	Library
Landscape/	Park

7. Description

Architectural Classification (enter categories from instructions)	Materials (enter categories from instructions)

Architectural Classification
(enter categories from instructions)

Italianate
Romanesque
Federal

Materials
(enter categories from instructions)

foundation stone
walls brick
         concrete
roof   Asphalt
other   Wood
         Stone

Describe present and historic physical appearance.
Description

The Main Street Commercial Historic District encompasses the early Second Street commercial area established in the 1840s and the Main Street area where intensive development occurred in the 1850s. Developed in response to the discovery of lead ore in the area, the original village plat was patterned after English villages with narrow streets, thin lots and a village square by Thomas Hugill, a native of Yorkshire, England. Platted on level ground west of the original settlement in 1835, the village of Platteville was designed around existing miners' diggings, creating the existing irregularity of the city.

Properties within the district are mostly two-story brick buildings interspersed by several one and three-story brick buildings. The district is characterized by cne building of stone construction and four buildings of concrete construction. Covered by modern siding, one wooden building is presently a non-contributing building in the proposed district. According to the Sanborn Insurance Map, at least half of the commercial structures on Main Street, particularly on the north side of Main Street, were constructed of brick by 1884; by 1900 only six frame buildings remained in the commercial district. When the Avalon Theater at 95 East Main replaced a frame structure in 1930, only the   frame building constructed for William Elgar at 20 East Main remained in the commercial historic district.

Comprised mainly of commercial buildings, the Main Street Commercial Historic District also features religious, social, governmental and industrial buildings. On the west end of the district, the village square or Public Square functions as a green space. Designed as an essential element in the original 1835 plat of the village, this square has been enclosed by a combination of residential, commercial and church architecture from the mid-nineteenth century until the present. Charac-terized by the brick Congregational Church built in 1869 (corner of Bonson and Market), this mid-nineteenth century Public Square also has provided a grand vista for Platteville's city government since the first city hall was built facing the square on Bonson Street in 1883. (Present park furniture and features including the War Memorial were installed when the park was improved in 1948 although the trees were planted by members of the Congregational Church). Several residential properties including the Cunningham House at 110 Market Street, the Shepherd House at 130 Market Street, and the Congregational Parsonage at 100 Park Place are located along the north and west sides of the Public Square.

National Register of Historic Places
Continuation Sheet

Section number ___7___ Page ___1___   **Main Street Commercial Historic District**
                                        Platteville   Grant County   Wisconsin
_____

Placed along Main Street, which runs in an east to west direction, the densely packed nineteenth and early twentieth century buildings create a definite historic environment in the commercial district (see district map). Although the proposed commercial district extends variously one or two blocks on both sides of Main Street, as well as on the parallel Mineral and Market Streets, Main Street exerts the greatest visual impact as the center of the district. Few intrusions detract from the historic character created by buildings and sites constructed in the second half of the nineteenth and in the early twentieth century. Of the total 77 properties located in the proposed Main Street Commercial Historic District, 15 properties do not contribute to the overall historic architectural character of the district because their exterior has been covered by modern siding and the architectural details have been removed   or   do not contribute because of their recent construction date.

The buildings in Platteville's historic commercial district have retained much of their original architectural character such as cornices and window ornament on their upper stories. Although most storefronts and interior spaces have been modified at various times over the years, most buildings in the proposed district maintain a fair degree of integrity on their upper stories. Few buildings have retained components of the cast iron fronts popular during the period of their construction. The Kettler Building at 95 East Main, the Wedige Saloon at 35 North Second, the Roselip Building at 45 North Third and the Grindell Building at c.20 North Fourth Street continue to exhibit iron columns on their storefronts although more storefronts have retained historic iron lintels and cornices. The Sanborn-Perris Insurance maps demonstrate most of the one and two story additions placed generally at the rear of the original building were built in the late 19th and early 20th century.

The properties in the proposed Main Street Commercial Historic District exhibit mainly a vernacular or functional emphasis; however, most show the influence of the architectural styles popular at the time. Although the district represents the continuum of architecture from the mid-19th century to the early 20th century, the majority of the buildings show the influence of the Italianate styles. Romanesque, Queen Anne, Classical, Mediterranean, vernacular Commercial as well as mannerisms of the Federal style are the major influences adding to the variety of the architectural environment of Platteville's commercial district. Constructed during the period from 1848 through the early decades of the twentieth century, the historic properties in the Main Street Commercial Historic District are representative of the development of commercial architecture in Platteville during the years of its initial development.

Of the 77 properties located in the Main Street Commercial Historic District, 21 are especially architecturally or historically significant buildings. These buildings listed according to address are as follows:

NPS Form 10-900-a
(8-86)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___   Page ___2___   <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

1. PLATTEVILLE MUNICIPAL BUILDING, 75 North Bonson Street, 1928-1929. Designed in an abstracted interpretation of the Classical style(sometimes referred to as Classical Moderne)by Madison architects Law, Law and Potter, this cream brick, two-story, T-shaped city hall exhibits a paneled, limestone entablature topped by a terra cotta cresting featuring a stylized, classical sea-shell and acroteria design. The entablature is visually supported by two-story, fluted limestone pilasters with stylized capitals on the recessed center bays of the facade. These pilasters create vertical bays for the windows. Metal spandrels are decorated with classical dentil trim and circular medallion designs. Plain brick applied pilasters support the entablature on the projecting end bays of the facade as well as on the side elevations. Brick quoins, brick panels and decorative brick patterns inset into the brick elevations further ornament this civic building. Generally well-preserved, the building's exterior has been altered by the replacement windows and doors. Originally built to house the city government as well as the city police and fire departments and an audi-torium located in the rear wing, the Municipal Building's interior features an entrance hall with a monumental marble stairway with ornamental iron balustrades leading to the second floor and to the semi-circular balcony of the auditorium. Constructed by Wagner and Sons of Monroe after fire destroyed the 1883 City Hall in 1926, the Municipal building's fire department was remodeled for additional city offices in 1963 when the fire department moved to their new building.

2. UNITED STATES POST OFFICE, 85 South Court Street, 1910-1911. Highlighted by a balustrade around its hip roof, this one-story, federal building of a symmetri-cal Classical design features a cornice ornamented by dentil trim, egg-and dart-mouldings, and a frieze decorated by classical swag and shield designs resting on rusticated piers. Long multi-paned windows with keystone accented lintels are located in the recessed bays between the piers. A transom window over the hooded double leaf door and cast iron light posts with claw feet accent the centrally located entrance. Construction of the loading dock at the rear of the building, the replacement of the south door with a window and replacement of the original green tile roof has altered the original design. Originally decorated by green marble wainscotting and terrazo tile floors, the post office's interior continues to exhibit classical mouldings and pedimented door surrounds. Featuring Bedford stone elevations and terra cotta details, this Post Office building, built by Henry Ferge of Milwaukee under the auspices of the Federal government, is the first Post Office building constructed in the city.

3. PLATTEVILLE LUMBER AND FUEL COMPANY BUILDING, 15 East Main Street, 1913. Repre-sentative of the continuation of traditional building practices into the turn-of-the-century, this three story rectangular brick building is divided vertically by three-story, applied rusticated concrete pilasters that terminate in the moulded concrete cornice. Paired windows separated by brick spandrels in the recessed bays created by the pilasters form horizontal bands across the

~~~ ~~~ ~~~
~~ ~

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___ Page ___3___ <u>Main Street Commercial Historic District</u>
                                      <u>Platteville   Grant County   Wisconsin</u>

facade of this large commercial block. Built on the site of several old
commercial buildings including the historic Sam Block Dry Goods Store destroyed
by fire, this building was erected by the Platteville Lumber and Fuel Company
whose lumber yard was located at the end of East Main Street. Originally used
for the P.L. and F. Co. offices and as a warehouse for the storage of hay and
grain, this well-preserved building also was designed to house various
commercial businesses in the multiple stores located on its first floor.

4. FIRST NATIONAL BANK, 44-50 East Main Street, 1924-1925. Constructed in a Neo-
    classical design created by specialist in bank design and construction A.
    Moorman and Company of St. Paul, this red brick two-story bank building exhibits
    a slightly projecting stone dentil-trimmed cornice, plain stone frieze, and a
    brick parapet. Stone, fluted Corinthian columns flank the entrance and paired
    Corinthian fluted pilasters stand at the ends of the main facade. Fluted
    Corinthian pilasters on bases placed at regular intervals also visually support
    the entablature which is carried around to the east elevation. A stone
    frontispiece features a pediment supported by scroll brackets. Carved stone
    panels in the parapet with a classical floral design are Classical-influenced
    architectural details further characterizing this bank building. Paired windows
    with multipaned upper sashes or transomes and paneled stone spandrels are
    located between the columns and pilasters on the facade while the paired windows
    in the bays of the east elevation have plain brick spandrels. Originally
    lighted by a skylight, the interior is characterized by a Tennessee marble lobby
    floor, Italian marble baseboards and Tavernelle rose marble wainscoting.
    Suffering minimal exterior alteration, this building, presently used for law
    offices, has been altered only by a replacement entrance door, by the addition
    of metal storm windows and by the removal of the bronze lettering - First
    National Bank - from the frieze area of the entablature. Built on the site of
    an earlier bank building, the First National Bank, which was organized in 1891,
    moved to a new building in 1970.

5. BAYLEY BLOCK, 73-85 East Main Street, 1898. Ornamented by a simple brick
    cornice featuring a band of corbelled brick and a plain frieze trimmed by a row
    of dentils that extend around to the east elevation, this two-story commercial
    vernacular brick building also features plain rectangular second story window
    groups composed of a larger window flanked by narrower windows. The storefront
    has been completely remodeled for contemporary use. It was the site of the post
    office before the present building was constructed and the site of the
    <u>Platteville Journal</u> for many years. The Bayley Block was also the original site
    of the Cunningham Hospital established in 1900. The block was dedicated to
    Elijah Bayley by his son-in-law David Jones when he replaced the original frame
    Bayley Block with this ·brick structure.

6. TRACY'S AVALON THEATER, 93-95 East Main Street, 1930. Designed in a Moderne
    influenced interpretation of the Spanish Colonial Revival style described as the

NPS Form 10-900-a
(R-82)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___ Page ___4___ <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

"Spanish Atmosphere" style at the time of construction, this one-story theater, built of "cast-stone," is characterized by a curvilinear gable, with rope-twist pilasters and an ornamented cornice between capped piers. A recessed entrance and ticket booth placed between two small retail spaces leads to the two-story theater at the rear of the building. A Moderne marque with coursed incandescent lights projects from the center of the facade. Designed by Madison architects Livermore, Barnes and A. H. Samuelson, this generally well-preserved theater has been altered by replacement metal and glass doors.

7.   AUGUST KETTLER BUILDING, 96 East Main Street, 1874. A commercial vernacular brick building displaying the influence of the Italianate style, this two-story building is characterized by a brick cornice ornamented by dentil trim, decorative brick panels and raised brick mouldings. Round arched long window openings on the upper facade and east elevation are accented by white keystone and by white stone imposts and sills. Similar in design to the buildings on the remainder of the block, the Kettler Building's iron storefront has been partially preserved--continuing to display its metal cornice, and iron Corinthian columns. The building has been altered mainly by the addition of replacement windows to the upper story and to the storefront. Built to house the Kettler Drygoods Store and the Konrad Kettler Meat Market, the building was used as a meat market-grocery store and as a cigar factory in the late 19th and early 20th centuries.

8.   JOHN LEWIS BUILDING, 100 East Main Street, 1849. Exhibiting Federal style mannerisms as well as Greek Revival influenced attic story frieze windows, this brick (now painted) two-story, side gabled building is characterized by stepped end gables or parapets rising above the standing seam metal roof (chimney stack in center of wall has been removed). Exhibiting a symmetrical box-like appearance, this commercial building is further characterized by plain rectangular windows with stone lintels and sills on the upper story, some of which continue to display the earlier nine-over-six window sashes. The wooden storefront features transom windows over the display windows and over the double leafed entrance door. A small shed roofed one-story extension is located at the rear. This poorly maintained building has been altered by the addition of some replacement windows, and the removal of the door, window and stairway to the second floor on the west elevation. Purchased by Issac Lord c. 1855, this building has housed many retail stores including the Sambrook Dry Good Store in the 1860s, Baker Fruit and Confectionary Store in the 1890s and the Huntington and Wellers Grocery Store in the 1930s.

9.   WRIGHT DRUG STORE, 105 East Main Street, 1884. Featuring a large projecting bracketed metal cornice with a small triangular pediment inscribed "1884," this two-story, red brick, Italianate-influenced building is highly ornamented. White stone window heads with articulated keystones and incised decoration are placed over long windows in the recessed panel in the main facade and the corner bay of

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___ Page ___5___ Main Street Commercial Historic District
Platteville   Grant County   Wisconsin

the west elevation on the upper story. Corbelled brick is found along the top of the recessed panels. White stone sills and foundation, and segmental arched windows with raised brick window heads are displayed on the west elevation. A paneled cornice on the west elevation further articulates the brick surfaces of this building. The storefront has been altered in a contemporary manner and the window sashes have been replaced on the upper floor. Originally built as a drug store, this building continued to serve as a drug store until recent times.

10. EMPIRE BLOCK, 115-125 East Main Street, 1906. The block is ornamented by three round arched windows with raised brick mouldings and articulated keystone resting on applied pilasters in the center bay of the third story and by articulated brick keystones in the remainder of the windows on the upper facade. This three-story, brown brick building is further characterized by a metal cornice with pressed classical festoon, dentil and modillion block designs and large brackets. The brackets also function as capitals for the three-story brick pilasters, which vertically divide the brick facade. This large building of restrained Classical design has been altered by the addition of a contemporary storefront and by the replacement windows. Built for Frize Hoppe, this building originally housed club rooms for the stockholders of the Empire Mine Company on the upper floor, offices on the second floor and retail businesses on the lower floor.

11. HENDERSHOT HARNESS SHOP, 10 West Main Street, C. 1853. The shop is characterized by the stepped end gables or parapets (chimney stack has been removed) rising above the roof line. It exhibits a Federal annerism that prevailed in the area decades after the height of the style elsewhere. This three-story brick building is further characterized by stone window lintels and sills. Built with the gable end facing the street, the Hendershot Building has been altered by the replacement of the original six over six windows, the removal of windows on the lower story of the east elevation, and the addition of a contemporary storefront. The site of Phillip Hendershot's harness shop until the turn of the century, this early building has housed the Tiedermann Clothing Store for many years.

12. HENRY LANE BUILDING, 15 West Main Street, 1857, 3rd Story and Facade 1868, Additions c. 1890, 1940s. Ornamented by a corbelled brick cornice, this long, three-story brick building is further characterized by two-story blind-arch bays articulated by white keystones and imposts. Rectangular windows with stone lintels are located in the recessed bays of this Classical influenced commercial vernacular building. Originally a two-story brick building, this building received a third story and new facade when it was purchased by Katzenstein to house his dry goods store in 1868. The recipient of large brick rear additions around 1890 and in the 1940s, the historic Block Clothing Store has been altered

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___   Page ___6___   Main Street Commercial Historic District
                                          Platteville   Grant County   Wisconsin

by the addition of replacement windows and a contemporary store-front. The Lane
Building is similar to a group of buildings built in the same period at 40-50-60
West Main Street.

13. WILLIAM AND JOHN GRINDELL FURNITURE STORE AND CABINET SHOP, 40-50 West Main
    Street, 1866, Additions 1877, 1890s. This building at 50 West Main is comprised
    of four bays constructed in 1866. The three bays on the east (40 West Main)
    were constructed in 1877. This three-story, Romanesque Revival influenced
    commercial vernacular block building is characterized by two-story recessed bays
    on the upper facade topped by arches articulated by white keystones and imposts.
    Rectangular windows with stone lintels are located in the recessed bays. The
    bays of the 1877 addition are narrower than those of the original building. An
    1890s two-story addition is located at the rear. Alterations of the building
    include replacement of the original six-over-six windows, addition of contem-
    porary storefront and the addition of a large window on the upper floor of the
    east elevation. Built to house the expanding furniture and undertaking business
    of the Grindell Brothers, who also operated a furniture factory on the premises,
    this building was divided between the two estates of William and John Grindell
    around the turn of the century. This vernacular brick building is similar in
    design to the Lane Building constructed during the same period at 15 West Main
    Street.

14. CONGREGATIONAL CHURCH, 80 Market Street, 1869, Addition 1895. Designed in the
    Romanesque Revival style by Janesville architect G. Nettleton, this red brick,
    gable roofed church building features a square entrance tower (entrance now
    bricked up) placed on the east end of the front-gabled main facade. The tower
    has brick buttresses, round arched openings and an octagonal Gothic influenced
    steeple accented by pointed arched moulding along its base. The main body of
    the church has paired arched windows with raised brick mouldings and stained
    glass white stone accents, and a round arched entrance located in the slightly
    projecting central bay of the main facade. The church received an addition at
    the rear in 1895. The closure of the tower entrance and the addition of protec-
    tive clear glass on the outside of the stained glass windows have altered the
    original appearance of this early church. Established as a Presbyterian
    Congregation in 1839, the congregation elected to become part of the
    Congregational Church in 1849. Presently known as the First Congregational
    United Church of Christ, this church building was placed in the NRHP in 1985.

15. DR. WILSON CUNNINGHAM HOUSE, 110 Market Street, 1906. Constructed of red brick
    by local contractor-builder John Rose, this two-story hip-roofed vernacular
    interpretation of the late Queen Anne style exhibits classical architectural
    details including Palladian-like windows in the gable ends, and a side-lighted
    entrance door. A three-sided gabled bay, gabled dormers and an open brick front

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___   Page ___7___   Main Street Commercial Historic District
                                         Platteville   Grant County   Wisconsin

porch create the irregularity of form essential to the style. Decorative
shingles in the gable ends, brackets under the house and porch eaves, chiseled
stone window lintels and leaded glass contribute to the irregularity of surface
design. Donated by the Cunninghams to the Grant County Historical Society for
use as a museum, this house is significant as the long-time home of Dr.
Cunningham, who is noted as the founder of the Cunningham Hospital in
Platteville at the turn of the century, and as the inventor of the ox-bone splint
used in orthopedic surgery.

16. PLATTEVILLE CARNEGIE LIBRARY, 190 Market Street, 1914. Designed in the English
Tudor Revival style by Chicago architects Miller, Fullenwieder, and Dowling,
this one-story library building is built of tapestry brick with a red tile side-
gabled roof and sits on an elevated foundation. It features wide overhanging
gable ends with large brackets supporting the west facade overhang and brick
parapet piers that rise above the roof line at both ends of the building.
Similar piers also flank the projecting entrance bay with gable overhang. The
Library exhibits the steeply pitched gables, false half-timbering in the
stuccoed gable ends, variety of building materials, large wall chimney and
decorative patterns in the brick work indicative of the English Tudor style.
Fumed oak interior woodwork, stained glass, and a large fireplace in the Arts
and Crafts tradition characterize the interior. Built with a $12,500 grant from
Andrew Carnegie, the Platteville Public Library established initially in 1904 by
the women of the city, was moved to a new building in 1975.

17. WILLIAM PARNELL BUILDING, 90 East Mineral Street, 1850. Exhibiting the manner-
isms of the much earlier Federal style, this small two-story, gable roofed brick
building features the combination of a chimney and parapet forming the stepped
gable end wall or parapet rising above the roof line and a simple box-like
shape. Plain rectangular windows with stone lintels and an off-set entrance
with a stone lintel placed in the gable end of the building further characterize
this early Wisconsin building type. The original entrance located in the center
of the east facade (the long side of the house) has been bricked up. Built for
William Parnell, probably as his residence and later used as a grocery store,
this building has been altered by replacement windows and by the sandblasting of
the brick surfaces. The non-contributing building at 80 East Mineral Street has
been attached to the west facade.

18. GEORGE WEDIGE SALOON, 35 North Second Street, 1906. An example of the late
commercial Italianate influence, this brown brick two-story saloon displays a
massive metal bracketed projecting cornice decorated with pressed classical
wreath and swag designs, scroll modillions and dentils and topped by a pediment
and classical urns. Plain windows with brick lintels are accented by brick
keystones and are set in recessed window bays of the compartmentalized facade.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___ Page ___8___ Main Street Commercial Historic District
Platteville   Grant County   Wisconsin

The original cast iron storefront featuring Corinthian columns, paneled window
aprons and transom windows further characterizes this well-preserved building.
Originally built to house George Wedige's saloon, this saloon has remained the
property of the Wedige family up to present times.

19. HARRISON BELL STORE, 70 North Second Street, 1849. The Bell store is charac-
terized by brick end walls with the combination of a brick chimney and parapet
rising above the roofline in a manner reminiscent of the earlier Federal style.
This brick two-story building has an entablature comprised of a dentil trimmed
cornice, brick mouldings and brick panels that suggest frieze windows. Applied
pilasters vertically divide the brick surface of the upper facade. Plain rec-
tangular windows with stone lintels are in the recessed panels of the upper
facade. Windows with brick arches and lintels in the side elevation are
additional features of this mid-19th century building. Generally well-pre-
served, Bell's Store building has been altered by the addition of an inappro-
priate storefront and by the addition of replacement windows. Built by Harrison
Bell while the property was owned by his ward Emily Vineyard, this building was
used initially to house Bell's Store.

20. WINDSOR HOTEL, 95 North Second Street, 1896. Characterized by the mansard roof
of the French Second Empire style, this brick, two-story hotel with cutstone
foundation displays multiple pedimented gable roofed dormers and dentil trimmed
wood frieze board under the overhanging eaves. Single segmental-arched windows
accented by white keystones are located on the side elevation and outer bays of
the upper facade. Large arched openings with white keystones for double and
triple windows and a centrally located double leafed entrance door further
ornament the hotel building. Although some original windows remain, particu-
larly on the upper story of the building, the building has been altered by
replacement windows, by partially filled in windows on the lower facade and by a
replacement entrance door. Built on the site of the historic Platteville Hotel
by William Goke, this hotel building is the only historic hotel building to
remain in continual operation in the city.

21. CHARLES ROSELIEP BUILDING, 45 North Third Street, 1894. Displaying the more
simplified surface treatment characteristic of the late Italianate style, this
brick, two-story building is characterized mainly by the massive metal, pro-
jecting Italianate cornice featuring pressed metal designs and large end
brackets. The cornice is carried around to the first bay on the south facade of
the building. A classically detailed pedimented window in the center of the
second story facade is flanked by windows with simple flat lintel cornices.
Stone sill and stone lintels on the side elevations further characterize this
fairly well-preserved building. Built at the rear of Roselip's lot for rental

National Register of Historic Places
Continuation Sheet

Section number ___7___   Page ___9___   Main Street Commercial Historic District
                                          Platteville   Grant County   Wisconsin

property, this building's iron storefront featuring cast iron columns and bracketed metal cornice has been preserved with the exception of the entrance door.

Note on Sources

Dates of construction were determined by analyzing a combination of resources including tax records, newspaper articles, historic photographs, Sanborn Insurance Maps and local histories. Additional information on the historic name and uses were researched in the state business directories, 1897 and 1936 city directories and through oral histories. Some research of the general history and historic themes in the community's history was gathered during the 1983 Intensive Survey of Platteville. Information about these properties and the remainder of the resources included in the Platteville Survey can be found on the Intensive Survey Form completed on each property.

National Register of Historic Places Continuation Sheet

Section number ___7___   Page ___10___   <u>Main Street Commercial Historic District</u>
<u>Platteville   Grant County   Wisconsin</u>

List and Classification of Properties in the Main Street Commercial Historic District.

NAME	STREET ADDRESS	CLASSIFICATION	CONSTRUCTION DATE
Platteville Municipal Building	75 North Bonson St.	Contributing	1928-1929
Public Square	Bonson and Market	Contributing	1835, 1857, Monument:1948
Charles Sanders Building	30 South Court St.	Contributing	1911
Dr. Thomas Savage Building	50 South Court St.	Contributing	1915
Vinegar Hill Zinc Co. Office Building	70 South Court St.	Contributing	1916
United States Post Office	85 South Court St.	Contributing	1910-1911
Platteville Lumber and Fuel Company Building	5-15 East Main St.	Contributing	1913
W. W. Martin Building	10 East Main St.	Contributing	1863 Probable addition: c.1880
William Elgar General Store and Residence	20 East Main St.	Non-contributing	1866 Add.: c.1888
M. T. Hooper Drug Store	30 East Main St.	Contributing	1882 Add.: c.1920
Platteville State Bank	35 East Main St.	Contributing	1892
William Meyers Building	40 East Main St.	Contributing	1874 Add.: late 1890s Facade: 1925
First National Bank	44-50 East Main St.	Contributing	1924-1925
Masonic Building	55 East Main St.	Contributing	1883 Remodeled: 1915
Robertson Jewelry and Photo Gallery	60 East Main St.	Contributing	1874
John Wilson Grocery and Confectionary	76 East Main St.	Contributing	1874 Add.: c.1910
Bayley Block	73-85 East Main St.	Contributing	1898
T. O. Drinkall Drug Store	80 East Main St.	Contributing	1874
Tracy'a Avalon Theater	93-95 East Main St.	Contributing	1930
August Kettler Building	96 East Main St.	Contributing	1874
John Lewis Building	100 East Main St.	Contributing	1849
Wright Drug Store	105 East Main St.	Contributing	1884

National Register of Historic Places
Continuation Sheet

Section number __7__   Page __11__   Main Street Commercial Historic District
                                        Platteville   Grant County   Wisconsin

Carson Heiwers Building	110 East Main St.	Non-contributing	c.1865
E. J. Mazenaus Shoe Store	120 East Main St.	Non-contributing	c.1865
Empire Block	115-125 East Main St.	Contributing	1906
Eibe Reige Block	135 East Main St.	Contributing	1897
Hendershot Harness Shop	10 West Main St.	Contributing	c.1853
Henry Lane Building	15 West Main St.	Contributing	1857
		3rd Story, Facade:1868	
		Add.: c.1890, 1940s	
J. Dodge-Wm. Murphy Building	20 West Main St.	Contributing	c.1860
Hoadley & Wills Grocery Store	25 West Main St.	Contributing	1924
Calvin Goodfellow Building	35 West Main St.	Contributing	1860
		Remodeled:late 1920s	
Wm. & John Grindell Furni-	40 West Main St.	Contributing	1877
ture Store/Cabinet Shop	50 West Main St.	Contributing	1866
		Add.: 1890s	
Will Brodbeck Meat Market	45 West Main St.	Contributing	c.1920
Charles McKernan Building	55 West Main St.	Contributing	1913-1914
T. & T. Jenkins Building	60 West Main St.	Contributing	1868
		Add.: c.1890	
J.M. McKernan Building	65 West Main St.	Contributing	1895-1896
		Add.: c.1904	
		Facade Remodeled: 1928	
Henning Bakery	70 West Main St.	Contributing	1895
		Add.: c.1920	
Sears Roebuck Store	75 West Main St.	Non-contributing	c.1980
City Services Oil Co. Station	80 West Main St.	Non-contributing	1947
I.O.O.F. Lodge No. C	85 West Main St.	Contributing	1912
F.O. Elwell Drug Store	95 West Main St.	Contributing	1913
Shepherd Bros. Feed & Flour	110 West Main St.	Contributing	c.1919
Store			
Morgan Evans General Store	115 West Main St.	Contributing	1911
		Add.: c.1970	
James Fawcett Hardware Store	120 West Main St.	Non-contributing	1893-1894
Fisher Building	125-135 West Main St.	Contributing	1916
Frank Burg Building	145 West Main St.	Non-contributing	1975
Grant County News Building	155 West Main St.	Non-contributing	1941
Dr. James Oettiker Building	175 West Main St.	Non-contributing	1895
Congregational Church	80 Market St.	Contributing	1869,1895 (NRHP)
Dr. W. Cunningham House/Garage	110 Market St.	Contributing	1906
Shepherd House/Garage	130 Market St.	Contributing	c.1908
James Campbell Hospital			
and Hotel	150 Market St.	Non-contributing	1848, 1890s
Platteville Carnegie Library	190 Market St.	Contributing	1914

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number __7__   Page __12__   Main Street Commercial Historic District
                                       Platteville   Grant County   Wisconsin

Vanderbie-Briggs Building	30 East Mineral St.	Contributing	1854
			Add.: 1899
Garage	40 East Mineral St.	Non-Contributing	c.1940
H.P. Helmer Building	50 East Mineral St.	Contributing	1910
W.E. Jentz Building	60 East Mineral St.	Contributing	Bet.:1925-1930
William Furgison Building	80 East Mineral St.	Non-contributing	c.1920
William Parnell Building	90 East Mineral St.	Contributing	1850
Congregational Parsonage	100 Park Place St.	Contributing	1907
			Add.: 1940s
Siemers and Thiele Saloon	30 North Second St.	Contributing	1874
			Add.: 1920s
George Wedige Saloon	35 North Second St.	Contributing	1906
Fritz Hoppe Building	45 North Second St.	Contributing	1907
A.W. Hooser Building	55 North Second St.	Non-contributing	1907
Patrick Cummins Building	60 North Second St.	Contributing	1878
			Add.: c.1905
Harrison Bell Store	70 North Second St.	Contributing	1849
Casper Eberhardt Saloon amd Bowling Alley	74 North Second St.	Non-contributing	c.1875
George Lehman Saloon and Bowling Alley	75 North Second St.	Non-contributing	c.1880
W. Gilligan Building	80 North Second St.	Contributing	c.1870s
John Helmer Saloon	90 North Second St.	Contributing	1883
			Add.: c.1890
William Calloway Building	95a North Second St.	Contributing	1899
Windsor Hotel	95b North Second St.	Contributing	1896
Charles Roseliep Building	45 North Third St.	Contributing	1894
John Grindell Building	c.20 North Fourth St. (Presently part of 10 West Main)	Contributing	c.1896
E. Nickolas Studio	65 North Fourth St.	Contributing	1926
Herr Veterinary Office	65 South Fourth St.	Contributing	1900

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___7___ Page ___13___ Main Street Commercial Historic District
Platteville   Grant County   Wisconsin

---

7. Description continued.
Architectural Classification cont.
Second Empire
Classical Revival
Mission/Spanish Colonial Revival
Tudor Revival
Commercial Style
Other: Commercial Vernacular

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) x A ____B ____C ____D ____E ____F ____G

Areas of Significance
(enter categories from instructions)

	Period of Significance	Significant Dates
Architecture	1848-1930	see Text
Commerce		
Education		
Industry		
Politics/Government	Cultural Affiliation	
Social History	N/A	

Significant Person
N/A

Architect/Builder
Law, Law and Potter
A. Moorman and Company

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

The Platteville Main Street Historic District is significant under Criterion C because it is an assemblage of significant local examples of structures and buildings that represent various periods of construction during the nineteenth and early twentieth century. These mostly commercial buildings were united by a common function to supply local industries as well as the growing agricultural and urban community. Characterized by historic nineteenth century and early modern twentieth century architectural styles, the physical environment visually suggests a specific historic time period extending from 1848 to 1930. Few intrusions detract from the general nineteenth century character created by the 79 properties. Although the majority of the storefronts have been remodeled, many of the buildings still retain a significant amount of their original integrity and represent the largest concentration of architecturally significant commercial and public buildings in the city.

The Main Street Commercial District gains significance under Criterion A for its association with important historical events in the development of COMMERCE, EDUCATION, INDUSTRY, POLITICS/GOVERNMENT and SOCIAL HISTORY. The historical events in each of these categories made significant contributions to the history of Platteville. The period during which the district gains historical significance extends from the initial building stimulated by the lead mining era encompasses the first period of expansion beginning with the arrival or advent of railroad service in 1870, and the development of zinc mining, and ends with the end of the zinc mining industry boom at the conclusion of World War I.

 x See continuation sheet

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___1___   <u>Main Street Commercial</u> Historic District
                                         Platteville   Grant County   Wisconsin

<u>Historical Background</u>

Platteville's downtown, the boundaries of which lie within the Main Street Commercial Historic district, has historically been the center of most of the community's important commercial activity. It has also been the center of city government and governmental activity, as well as social activities and small industrial operations to a lesser degree. The actual development of this district began with the platting of the village in 1835 at the request of John Rountree. The first store was opened by Rountree as early as the spring of 1828 outside the present commercial district near his residence at the corner of Pine and Lydia (Holford, 1900:453). By 1840, two frame buildings were constructed on Second Street, one of which was the Platteville Hotel on the site of the present Windsor Hotel at 95 North Second Street. In 1843, John Rountree erected the first brick building on the southeast corner of Main and Third Street. Soon after, the business center moved from Second to Main Street, forming the foundation of the present Commercial District of Platteville (Evans, 1898).

Early settlement in the vicinity of the present City of Platteville was due to the lead deposits of the region, which were beginning to be exploited in the 1820s. Although the Spanish and French had been mining lead across the Mississippi and further south since the 18th century, prospectors began going north in large numbers to old Indian workings only after the addition of steam powered vessels on the Mississippi River in 1822. Platteville's growth after the close of the lead boom era was a result of the abundance of good agricultural lands which were sold beginning in 1834 from the land office at Mineral Point.

John Hawkins Rountree, the "father" of Platteville, came to the Galena area to prospect for lead in the spring of 1827 from Montgomery County, Illinois. He and a few other men traveled and prospected together in and around New Diggings and White Oak Springs, but failed to strike lead, and moved on to the Platte Mounds in July. An Indian scare, the "Winnebago War," sent them and many others who were working in the area fleeing back to the safety of Galena. In the fall, J. B. Campbell, who had prospected with Rountree earlier, returned to the Platte Mounds to continue his search for lead. Campbell met Emmanuel Medcalf (also spelled Metcalf) and his son-in-law Lewis, and bought out their diggings to form a partnership with Rountree. Rountree and Campbell took possession of their diggings in November. Rountree later purchased Campbell's share and the find became known as the Rountree lode (Wilgus, 1944:48-51; Hollman, 1920:23).

A log furnace was built in the spring to smelt the ore which had been dug throughout the winter months, and other log dwellings were added to provide better shelter than the sod cabin which had housed Rountree and his men since their arrival. Others working in the vicinity heard of Rountree's success, and began to move into the settlement which would become Platteville (Wilgus, 1944:51; Holford, 1900:453-454).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___2___ <u>Main Street Commercial Historic District</u>
                                        <u>Platteville   Grant County   Wisconsin</u>

One of the early settlers lured to Platteville by the success of the Rountree lode was Frederick G. Hollman. Hollman had been mining for lead with J. R. Vineyard, F. Retmar and George Rosemeyer near New Diggings, but their supply of ore had been exhausted and they had decided to look for a new site. Hollman's <u>Autobiography</u> contains a description of his move in April of 1828:

> There was a plain road in the direction to Platteville, made by the teams which hauled the lead to Galena for shipment, which could be followed without trouble twelve miles from New Diggings. . . in the vicinity of Platteville . . . I would have to pass to the right hand of two log furnaces and to the left of the double cabin used as a store . . . (Hollman, 1920:23-24).

Other settlers, miners and farmers followed Hollman so that by autumn of 1828 Platteville had become a very busy place with an estimated population of 50 to 100 (Holford reports the population to be 150) which varied according to the season. Of the total population, perhaps 25 were permanent settlers; the remainder were transients (Wilgus, 1944:57).

In 1829, the town officially became "Platteville." In 1827, when Campbell had purchased the Rountree lode the area was known as "Platte River" or "Platte Diggings." For a short time the place was called "Lebanon," but when Rountree became the first postmaster on March 10, 1829 the name Platteville became official. Postal service to Platteville was stopped from 1831-1832 and the office was relocated at Elk Grove, but the Platteville post office was reopened again in 1833 (Wilgus, 1944:63).

Platteville's development did not continue unabated. Like all mining towns, it was very dependent upon the lead market which went into a slump late in 1828. A shortage of both foodstuffs and money caused Rountree to close his store, and the only supplies which could be obtained had to come from St. Louis or Galena. Although the low value of lead and the high cost of food made life hard, the population of Platteville remained constant. The existing mines continued in operation, and new diggings were continuously sought out. Yet the bad economic conditions caused a fundamental change in the community, one that would assure its survival--as money and supplies became harder to obtain, more individuals began to farm in order to feed themselves while mining for lead during the winter months (Wilgus, 1944:64-68).

Although hard times began to be replaced by better conditions as the price of lead rose again in 1831, the resultant surge in prosperity was cut short by the Black Hawk War of 1832. A squad of volunteers was formed to defend the community, but Platteville was never attacked (Wilgus, 1944:65-73).

With the resolution of the Black Hawk War, life in Platteville returned to normal, and the community's growth continued. No real progress could be made until the land was officially surveyed, however, and the residents became little more than

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___3___   Main Street Commercial Historic District
Platteville   Grant County   Wisconsin

mere squatters on their respective lands. In 1830, the boundary between Illinois and the Michigan Territory was established. This served as a base line for the survey of what became Grant County, done in 1833. After the survey was completed, a land office was opened at Mineral Point (1834) where the lands were sold with certain mineral reservations (Wilgus, 1944:75-77).

As soon as the land office opened, John Rountree, Henry Carl and J. R. Vineyard got together and purchased the land comprising Platteville. Rountree employed Thomas Hugill, Sr. to run the base lines and divide the land into lots. Hugill, a native of a small mining village in Yorkshire, England, patterned the plat of Platteville after his home town. It was designed to be a small mining village with narrow streets and thin lots. The irregularity of the city plat is due to the fact that when the streets were surveyed, it was necessary to avoid the miner's diggings which were scattered throughout Platteville (Wilgus 1944:77-80; Butterfield 1881:687). In 1836 the original plat of 19 lots received a 28-lot addition. The platting of the village made possible a new Platteville, one which was west of Old Platteville, on level ground, promising a good town site. It was this new Platteville which John Rountree advertised in September of 1835 in the North Western Gazette and Galena Advertizer: "Platteville is handsomely situated on the border of the prairie, in a grove that connects with the extensive forest on the Platte Rivers. . . the surrounding country is inferior to none, in fertility of soil, and adaptedness to agriculture. . . In addition, the mineral wealth of the region is equal to that of any other portion of the mining district." (Wilgus 1944:77-80; Schafer, 1922-1923:40).

The village grew in fits and starts--schools, churches, groceries and blacksmith shops slowly came into being in what was to become the commercial district. The mining population slowly increased, especially after 1846 when miners could enter lands adjacent to their mines at the land office. Farming began to provide a more stable foundation for prosperity. In 1849 the precinct of Platteville became the Town of Platteville and the first body of town officers was elected (Schafer, 1922-1923:41; Butterfield, 1881:694).

By 1850, there were "four churches, one academy, two district schools, nine dry-goods stores, two hotels, one drug store, one harness shop, one tin shop, one shoemaker shop, four wagon and plow shops, two cooper shops, six blacksmith shops, one barbershop, two livery stables, two brickyards, two billiard rooms, three saloons, one bakery, four lawyers, five doctors and four tailors." (Holford, 1900:465). Mining remained Platteville's main source of revenue until 1850 when the California gold rush attracted many of the area residents. The drop in the mining population, together with the apparent exhaustion of the vast quantities of lead ore previously available, produced a drastic slump in the lead mining industry. Mines closed; one of the two smelting furnaces closed entirely, while the other was worked barely half time. Local businesses suffered. Many of those who left for California returned eventually. One historian reports that about 60% resumed their lives in Platteville, but in their absence a change had taken place in the local economy

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___4___ <u>Main Street Commercial Historic District</u>
                                         <u>Platteville   Grant County   Wisconsin</u>

(Butterfield, 1881: 681-682). While mining continued, the boom was over, and many turned to farming to augment their prospecting (Holford, 1900:465).

By the early 1850s, the prairies were being broken up, wheat crops were started, and shops in towns began to serve the agricultural community. The area made slow but steady agricultural progress with the greatest activity between 1861 and 1865, by which time all available land within the town limits had been put to use. Platteville's population had nearly doubled from 1,500 in 1850 to 2,685 in 1880 when the legislature approved the city charter (Holford, 1920:464; Butterfield, 1881:683,694-695).

Following the first period of growth occurring during the mid-nineteenth century lead mining activity, another period of development occurred in the 1870s and 1880s after the advent of the railroad. Platteville's mine-related industries underwent a revival late in the nineteenth century due to the increased interest in zinc. The zinc industry revitalized the city and more expansion took place, particularly in the early twentieth century. The zinc era lasted until the close of World War I when demand for zinc fell off and new refining processes were developed which demanded a higher grade of ore than the Platte area could provide. Agriculture carried the community from one boom to another.

Although the city retained its mining town heritage, the predominate occupation became farming. Some still worked small lead deposits on their lands, but the lead mining boom was over. From about 1848 to 1870, the outlying farms participated in commercial wheat production. As wheat production shifted west, a mixed crop and livestock economy marked the transition from wheat farming to commercial dairying between 1870 and about 1890. Production became more diverse, emphasizing feed crops, a variety of livestock, small grains, and an increasing amount of dairying as farmers moved from tentative experimentation to serious production in the late 1870s to 1890s. After 1890s, most farmers engaged heavily in dairying, arranging their farming schedule and other products around this focus (Wyatt, 1986 [Agriculture]:II,2-1-3, 8-11,11; Nesbit, 1973:101, 181-85, 273; 1985:7-15; <u>Independent American</u>, 6 August 1852). By the early twentieth century, Platteville became a center for shipping dairy and poultry products. By 1916, the area was shipping $830,000 of butter and cheese and 650 railroad carloads of livestock per year from the city of Platteville, a volume that was exceeded in the 1930s (<u>Grant County News</u>, 20 July 1917; Wisconsin Rural Letter Carriers Association, Letter, 1932). Dairying remained a predominate industry in Platteville through the 1940s. With the expansion of the dairying industry, butter and cheese were processed in factories and creameries and poultry and meat products were collected for sale to a larger market outside the city. However, historic resources associated with these activities were built outside the core of the commercial district or are no longer extant (Polk, 1873-1927; Sanborn Maps, 1884-1929; <u>City Directory of Platteville</u>, 1936-37).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___5___ <u>Main Street Commercial Historic District</u>
                                          <u>Platteville   Grant County   Wisconsin</u>

The arrival of the railroad in Platteville in 1870 provided a rapid link to outside markets, a necessity to the preservation of perishable produce. Also, it provided the necessary transportation for the newly developing zinc mining industry. Zinc ore remained in great demand from the Civil War until after the end of World War I, although zinc mining continued as an industry in Platteville until the late 1930s. The site of at least twelve mining companies according to the <u>Wisconsin Gazetteer</u> including the prominent Empire Mining Company and the Platteville Lead and Zinc Company in the very early twentieth century, Platteville was the center for only the Vinegar Hill Zinc Co. by the late 1930s (<u>Wisconsin Gazeteer</u>, 1876-1927; <u>City Directory of Platteville</u> 1936-37: 12).

The revival of mining during the 1880s and the following zinc boom gave new life to Platteville's economy. Commercial establishments developed to meet the needs of the zinc miners. In the 1880s, the types of businesses in the district were mostly commercial in nature and generally were small, one storefront operations. Interspersed with these retail businesses were the offices of city government, the fire department, the post office and small industrial shops such as harness-makers and cigar-makers. The buildings in the commercial district also were used for some of the community's entertainment and social life. The fraternal groups had buildings constructed with their meeting rooms on the second floor and commercial space on the first floor. Apparently segregated to one block on Second Street, the saloons in the commercial district provided a traditional social outlet for the mining community. During the depression of the 1890s, the economy became static despite the general agricultural prosperity across the Midwest and the rise in the mining industry. Platteville grew significantly between 1900 and 1930, erecting 30 buildings in the commercial district. By the turn of the century, retailers who purchased mass-produced goods from large commercial centers generally replaced craftsmen, who declined in number. When the zinc era began to wane in 1917, merchants turned again to farmers and local residents as their primary customers. Business growth again halted as the agricultural economy showed signs of the 1929 crash through the 1930s. It was Platteville's ability to shift its economic base which prevented its becoming another ghost town, as many mining towns became. The expanding agricultural industries and the growth of the Normal School to a university with more than 5,000 students insured Platteville's survival.

Platteville like many other small cities of the late nineteenth century found unity in a rapidly changing world through the increasing leadership of its newly formed city government rather than the informal cooperation of its citizens. After the acquisition of the city charter in 1881, the city built a city hall and opera house in 1883, provided city water works in 1896, and installed incandescent street lighting in the same period (Sanborn Maps, 1884, 1892; Holford, 1920:499). The Platteville Telephone Company was started in 1900 (Appenzeller, 1976:72). During the era of national reform movements after the turn of the century, city improvements not only multiplied but also included social services. The city's social services included the Carnegie Library, a city hospital, new schools, a swimming pool and a

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___6___   <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

new municipal auditorium, all constructed in the first quarter of the twentieth
century (Appenzeller, [Chronicle], 1976). Following the construction of a post
office in 1911, the 1929 municipal building was designed to house the increasing
number of city offices as well as the police and fire department. It replaced the
original city hall demolished by fire in 1926 (<u>Witness</u>, 8 February 1911; <u>Grant
County News</u>, 20 September 1929).

    Many of Platteville's social improvements were stimulated and guided by
voluntary organizations. More prevalent in the second half of the nineteenth cen-
tury, these organizations provided a basis of joint action in a mobile society and
accomplished a wide range of community tasks. With their small size, well-defined
organization, and religious and moralistic overtones, fraternal lodges provided a
sense of order which many communities lacked in the nineteenth century (Wyatt, 1986
[Social and Political Movement]: III,4-19). In Platteville, groups such as the
Masons, Old Fellows, Knights of Pythias and the Grand Army of the Republic met mostly
within the commercial district in their own lodge halls and in community halls above
commercial buildings (Holford, 1900:507-509).

    Today the Main Street Commercial Historic District remains the center of the
community, and the surrounding agricultural industry. As a trade center, it con-
tinues to provide businesses and a limited number of commercial services necessary to
fulfill the needs of the city, the surrounding farms and the university with its more
than 5,000 students. Its civic auditorium provides a meeting area for community
groups and its governmental buildings continue to serve the city. Like most small
communities, the commercial district faces many challenges to its position as the
principal commercial center in the community. However, at the present time, most of
its storefronts are occupied and many buildings are well maintained.

Architecture

    Comprised of all of the significant commercial and governmental buildings,
several residential properties, one church and a few industrial buildings, the Main
Street Commercial Historic District represents the architectural development of the
city from its establishment as a trade center, that developed in conjunction with the
mid-nineteenth century lead and zinc mining industry and railway center, through the
early decades of the twentieth century, until the last major historic building was
constructed in 1930.

    A combination of mid-nineteenth and early twentieth century architectural
influences characterize the visual environment of the Main Street Historic District.
Of the 77 properties in the proposed commercial historic district, 17 buildings were
built during the early period of construction activity before the railroad arrived in
1870. Another 23 buildings were constructed in the late nineteenth century. After a
slight lull in building at the turn of the century, most of the remaining buildings

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___7___   Main Street Commercial Historic District
                                          Platteville   Grant County   Wisconsin

were built between 1910 and 1930. Only four of the buildings in the district were
constructed after 1930. Although the buildings in Platteville's commercial district
were constructed generally with a functional emphasis, many exhibit at least some
influence of the architectural styles popular at the time. Federal, Romanesque,
Italianate, French Second Empire, Classical, Queen Anne, and early 20th century
modern and historic styles are among the sources shaping the architectural
environment of Platteville. The more abstract compatibility of character exists
because the buildings were constructed in a mostly vernacular interpretation of
prevalent architectural styles with a conservative amount of ornament.

Distinguished by a uniformity of scale, the proposed Main Street Historic
District is composed of two and three-story buildings except for several one-story
mostly non-contributing buildings. Characterized by a predominance of wood buildings
in the mid-nineteenth century, half the buildings in the city's commercial district
were constructed of brick by 1884 (Sanborn Insurance Maps, 1884), progressing to 90%
brick by the first decade of the twentieth century (Sanborn Insurance Maps, 1908).
Presently only one building of wood construction (non-contributing) remains in the
district at 20 East Main Street (Sanborn Insurance Map, 1929). One stone and four
concrete buildings contribute to the variety of construction materials characterizing
the commercial district.

Despite a variety of functions and wide span of years, the historic buildings
in the district maintain an acceptable degree of integrity of scale, materials and
design. Removal of architectural detail from particular buildings have altered
somewhat the quality of the historic character of the district. According to photo-
graphs housed in the Area Research Center of the University of Wisconsin-Platteville,
the buildings have lost window ornamentation, pediments, cornices, and most notably,
the historic storefronts. Filling in and replacing the window sashes has compromised
the architectural integrity of many notable buildings such as the Robertson Block at
60 East Main, the Drinkall Drug Store at 80 East Main, the Kettler Building at 96
East Main, the Hendershot Harness Shop at 10 West Main, the Morgan Evans Building at
115 West Main, as well as the Platteville Municipal Building at 75 North Bonson and
the Vinegar Hill Office Building at 70 South Court. Removal of the original roof and
attic story destroyed the historical integrity of the historic Campbell Hospital and
Hotel at 150 Market while metal siding applied to the facade has eliminated the
architectural character of the Oettiker Building at 175 West Main and the Fawcett
Building at 120 West Main. Although alteration of the historic fabric of the
district has taken place, the Main Street Historic District continues to exhibit a
historic architectural character.

The majority of the buildings built in the 19th century in Platteville are the
work of unknown local carpenters and masons using standard plans and traditional
building practices while most of the substantial buildings in the proposed historic
district in the early 20th century were designed by professional architects. The
local builder-architect, Henry Kleinhammer, who is known to have designed many turn

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___8___   Main Street Commercial Historic District
                                          Platteville   Grant County   Wisconsin

of the century and early twentieth century buildings in the area including the 1905 High School and the Frank Burg House in Platteville and the Palace Garage and Municipal Building in Benton, designed the Oettiker Building at 175 West Main (presently covered by metal siding and non-contributing) in 1895 (Witness, 10 July 1935). A German immigrant who arrived in America in 1883, Henry Kleinhammer was originally a builder-carpenter. He became a certified architect in the early 20th century (Kleinhammer, 1983). Several of the buildings are known to have been designed by architects who maintained offices in the larger cities nearby. The Congregational Church at 80 Market Street was designed by George Nettleton of Janesville in 1869 (Butterfield, 1884:729). Among the professional architects employed to design the large public buildings constructed in the early twentieth century were the prestigious Chicago firm Miller, Fullenwieder and Dowling. Having established a reputation designing schools, libraries, banks and business blocks, this "big city" firm designed the Platteville Carnegie Library at 190 Market Street in 1914 as well as a house for the local industrialist W. N. Smith of the Vinegar Hill Zinc Co. (Journal, 31 March 1915). In 1928, an architectural firm from Madison, Law, Law and Potter, created the Classical Revival design for Platteville's Municipal Building at 75 North Bonson Street. Law, Law and Potter, one of the most successful firms in Madison between 1920 and 1940, created architectural designs in all the major styles of the Period Revival era. James R. Law (1885-1952) was born in Madison. He worked for Claude and Starck from about 1901-1906 when he left to attend the University of Pennsylvania School of Architecture. Upon graduation, Law worked in the office of the Wisconsin State Architect, Arthur C. Peabody until starting his own firm in 1914. He was shortly joined by his brother, Edward J. Law, and in 1925, took in his draftsman, Ellis C. Porter, as his second partner. Well known in the area, this firm also designed Madison General Hospital, the University Club, the Congregational Church, West High School and the Methodist Hospital, all located in Madison. (Witness, 20 September 1929, Grant County News, 20 Sept. 1929). Another Madison firm, Livermore, Barnes, A.H. Samuelson, designed the 1930 Avalon Theater at 95 East Main Street in the "Spanish Atmospheric" style (Souvenir Program, 1930). Frequently large contractors from outside the community were employed to build the architect-designed buildings. A contractor, Henry Ferge of Milwaukee constructed the Post Office and Federal Building according to plans designed and supervised by the federal government in 1910-1911 (Witness, 8 February 1911). A St. Paul based firm, A. Moorman and Co., specializing in bank design, designed and built the Neo-classical First National Bank at 50 East Main Street in 1920. Specializing as designers of elegant bank buildings throughout the upper Midwest, the Moorman Company produced a finished product that included both interior planning and construction, as well as the exterior design and construction. Established c. 1905, the Moorman Company reportedly was constructing from 25 to 40 bank buildings a year in the 1920s in 17 midwestern states. Banks designed and constructed by this firm include the First National Bank in Platteville, Wisconsin (1925) and the Northwestern State Bank in Chippewa Falls, Wisconsin (1925), as well as banks in places, such as Fayette, Iowa; Lincoln, Nebraska; Centerville, South Dakota; St. Paul, Minnesota; Highland, Illinois and Louisiana, Missouri. (Journal, 18 February 1925).

National Register of Historic Places
Continuation Sheet

The more abstract compatibility of character exists because the buildings were constructed in mostly vernacular interpretations of prevalent architectural styles with a conservative amount of ornament. As a result, many buildings can only be referred to as being influenced by a particular style rather than as an example of a recognized architectural style. Although the first brick commercial vernacular building (not extant) was constructed in 1843 by J. H. Roun_tree, the earliest extant brick buildings in the proposed Main Street Historic District were constructed around 1850. These buildings exhibit mannerisms of a form of the Federal style built in the mid-nineteenth century cities of Wisconsin after the general popularity of the style waned around 1820 (Holford 1900:461). Built in 1849 at 100 East Main Street, the gable roofed John Lewis Building exhibits a box-like symmetrical appearance. It features stepped end gables or end walls rising above the roof line and plain rectangular windows with stone lintels and sills (Tax Records, 1839-1930). One of four buildings built around 1850 in the commercial district that exhibit mannerisms of the Federal Style, the Lewis Building (known later as the Issac Lord Building) is characterized further by attic-story windows in the frieze which is more commonly associated with the mid-nineteenth century Greek Revival. The Bell Store at 70 N. Second built in 1849 exhibits a similar frieze design with ornamental brick panels which evoke the appearance of blind frieze windows. It also has a wide gabled form but has more elaborate mouldings, brick pilasters and a denticulated frieze. (Tax Records, 1839-1930). Characterized by similar end walls rising above the roof line, the Parnell Building, constructed in 1850 at 90 East Mineral, and the last of the four architecturally significant Federal style influenced buildings, the Hendershot Building, built around 1853 at 10 West Main Street, exhibit simpler brick surfaces. (Tax Records, 1839-1930). The historic Campbell Hospital and Hotel at 150 Market originally featured the mannerisms of the Federal Style. It's architectural character was altered drastically when the original gable roof and attic-story was replaced by a hip roof before the turn of the century, which has been more recently replaced by a flat roof (Tax Records, 1839-1930; Photograph: Appenzeller, 1976; Sanborn Maps, 1884-1900).

In the second half of the nineteenth century, the commercial vernacular brick buildings replacing the earlier log buildings. Vernacular buildings, with minimal ornament suggestive of a particular style, were built in Platteville throughout the nineteenth and early twentieth century. Built in 1860, the Dodge and Murphy double store at 20 West Main Street is characterized by a side-gabled roof with a row of dentils along the cornice and flat stone window lintels. This building is the earliest extant simple commercial vernacular brick building in the district (Tax Records, 1839-1930; Witness, 8 March 1860). Ornamented only by a large corbelled brick cornice and dentil trim along the bottom of the frieze, the Bayley Block was built much later in the nineteenth century in 1898 at 73-85 East Main Street (Tax Records, 1839-1930). The Gillian Building at 80 N. Second St. is a one-story example with a simple dentil and rip-rap brick cornice. Simple vernacular buildings with minimal nineteenth century ornamental brick work were constructed in the early

NPS Form 10-900-a
(8-86)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___10___   Main Street Commercial Historic District
                                        Platteville   Grant County   Wisconsin

decades of the twentieth century alongside vernacular buildings exhibiting the
Commercial Style. These vernacular buildings exhibited minimal "new-modern"
stylized geometric ornament. Constructed as late as 1924, the Hoadley-Wills building
at 25 West Main Street has simple brick surfaces ornamented by a traditional brick
cornice (Hoadley, 1988; Tax Records, 1839-1930). Built c. 1920 with similar simple
brick surfaces, the Brodbeck Meat Market at 45 West Main Street is ornamented only by
rectangular brick panels (Tax Records, 1839-1930).

Vernacular commercial buildings became more elaborate as the wealth of merchants
grew and as the city became more sophisticated. Commencing around 1860, the tradi-
tional commercial vernacular brick form was enriched with more elaborate brick
cornices, applied brick pilasters and window ornament in a manner generally
associated with classically derived design sources. The multiple simple round arches
accented by articulated white keystone and imposts resting on multiple, two-story
applied pilasters, as well as corbel tables extending across the top of the building,
suggest the Romanesque Revival. Built in 1866 with an additional three bays con-
structed on the East in 1877, the Grindell Furniture Store and Cabinet Shop at 40-50
West Main Street is identical in appearance to the adjacent Jenkins Building con-
structed in 1869 at 60 West Main Street, creating an arcade of long round arches and
the appearance of one large commercial block. (Tax Records, 1839-1930; Witness, 7
September 1921). The c.1857 two-story Henry Lane building, located at 15 West Main
Street, was enlarged into a three-story building with a new front remodeled in an
identical vernacular Romanesque form. The Henry Lane building also exhibits similar
rectangular windows and flat lintels in the long arched bays. (Tax Records, 1839-
1930; Butterfield, 1881:911; Witness 23 July 1868, 30 July 1868). Although fairly
well-preserved on the upper stories, all of these 1860s vernacular brick buildings
have contemporary storefronts. The most significant example of Romanesque Revival
style in the Main Street Historic District is the First Congregational Church
designed by George Nettleton in 1869. It is distinguished by the use of Romanesque
round arched windows and doors. The pointed gables at the base of a tall steeple,
more characteristic of the Gothic Revival style, give the church an eclectic appear-
ance. Significant as the only example of nineteenth century church architecture
influenced by the Romanesque Revival remaining in the city; this vernacular interpre-
tation of the style was listed in the NRHP in 1985. (Butterfield, 1881:729-730;
Holford, 1900:502-503).

Much of the commercial architecture in Platteville in the nineteenth century
reflected the Italianate fashion, generally popular from 1800 to 1880. Italianate
design sources, the most popular commercial style in America, were used eclectically
to create the commercial Italianate style. Featuring articulated decorative window
treatment, the flat roofed, Italianate styled commercial building is crowned at the
eaves by a projecting cornice with modillions or brackets. Cornices and classical
motifs and architectural details are used for ornament. The classically derived
Italianate style influenced the group of similarly styled vernacular brick buildings
constructed after the 1874 fire that destroyed all the buildings on the north side of

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___11__   Main Street Commercial Historic District
                                            Platteville   Grant County   Wisconsin

Main Street between Second and Third Street (Witness, 15 April 1874, 23 April 1874,
21 May 1874). The Kettler Building at 96 East Main St. is essentially a commercial
vernacular brick building exhibiting a raised brick cornice with dentil trim and
decorative "drop" moulding. The building's simple brick facade is ornamented by long
round arched windows (presently covered by storm windows and wood panel in the arch)
with brick voussoirs and accented by white keystones imposts and sills. The best
preserved of the five 1874 buildings on the block, the former Kettler Dry Goods Store
continues to display the cornice and Corinthian columns of its partially filled in
iron store-front (Holford, 1900:465; Tax Records, 1839-1930; Witness, 23 April 1874,
21 May 1874). Decorated by identical Italianate influenced windows, the Drinkall
Drug Store built in 1874 at 80 East Main Street is topped by a wider raised brick
cornice (Tax Records, 1839-1930, Holford, 1900:465;Witness, 23 April 1874, 21 May
1874). Also exhibiting ornamental brick cornices, the Robertson Jewelry Store and
Photo Gallery and the Wilson Grocery and Confectionary built in 1874 at 60 and 76
East Main Street displays white stone window heads with stone voussoirs and keystones
and chiseled stone sills (windows have been filled in) (Holford, 1900:465, Tax
Records, 1839-1930; Butterfield, 1881:918,925). The Wright Drug Store at 105 East
Main Street is among the most elaborate example of the Italianate influence in the
Main Street Historic District. The store, built a decade later in 1884, exhibits a
large bracketed projecting cornice, compartmentalized brick surfaces with pilasters,
belt courses and corbel tables, and the ornamental window treatment characteristic of
the Italianate style (Tax Records, 1839-1930; Building Inscription; Journal, 9 March
1938). Used until the turn of the century, the Italianate style exerted the greatest
influence on the nineteenth century buildings in the historic district. Other exam-
ples which are fairly well-preserved on the upper stories (except for replacement
window sashes) include: the Masonic Building built in 1883 at 55 East Main, the
Platteville State Bank building at 35 East Main built in 1892, the 1894 Roseliep
Building at 45 North Third, the Riege Block built in 1897 at 135 East Main Street,
the turn of the century Calloway Building at 95 North Second, as well as, the
Grindell Building built in the 1890s at c. 20 North Fourth Street. All exhibit the
characteristic projecting metal bracketed cornice and decorative window treatment
based on classical designs (Tax Records, 1839-1930; Sanborn Maps, 1884-1929). The
more elaborate representatives of the influence of the Italianate style, the Masonic
Building at 55 East Main, the State Bank Building at 35 East Main and the Riege Block
at 135 East Main also exhibit the compartmentalization of the facade commonly
associated with the Italianate style. Of additional importance, the Roseliep
building constructed in 1894 at 45 North Third and the 1890s Grindell building at c.
20 North Fourth feature historic cast iron storefronts comprised of iron cornices and
columns (partially filled in). After the turn of the century the Italianate style
began to wane. The eclectic Wedige Saloon built in 1906 at 35 North Second Street,
although exhibiting the projecting bracketed cornice of the Italianate style, dis-
plays the increasing Classical influence evident in the early decades of the
twentieth century. These features include classical urns rising above the cornice,
raised classical wreath designs on the frieze, and the simplified classical
influenced windows ornament. The Wedige Saloon is the best preserved Italianate

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___12___   <u>Main Street Commercial Historic District</u>
                                            <u>Platteville   Grant County   Wisconsin</u>

influenced building in the district and has retained its original early twentieth
century iron storefront (Tax Records, 1839-1930; Sanborn Map, 1908-1929).

Although the Italianate style had the greatest influence on the nineteenth
century and early twentieth century, French Second Empire and Queen Anne styles also
were among the sources which shaped the architectural environment of Platteville.
Less typical of American commercial architecture from this period, the Windsor Hotel
built in 1896 at 95 North Second Street, is the only example of a commercial building
exhibiting the Second Empire influence in the city of Platteville. Developed in
France during the 1850s, the French Second Empire style was the rage during the
1870s. Built in a symmetrical block shape with a projecting central pavilion, the
Second Empire style is readily identified by the mansard roof, dormer windows and
richly detailed ornamentation. Designed without the sculptural details of the Empire
style, this late vernacular interpretation of the style is characterized by pedi-
mented dormer windows, straight sided mansard roof and Italianate influenced arched
windows and ornamented frieze board. Built on the site of the historic 1840
Platteville Hotel, the Windsor Hotel is the most substantial historic hotel remaining
in Platteville (Tax Records, 1839-1930; Sanborn Map, 1884; Mon Pleasure, <u>Journal</u>, 5
January 1911).

Contributing to the general eclecticism of the late nineteenth century architec-
ture in the city, the Queen Anne style, which was the most popular late nineteenth
century residential style in the city, influenced the three residential properties
that face the Village Square on Market and Park Streets. Queen Anne, a style named
after Queen Anne of England who reigned from 1702 until 1714, was in actuality a
style initiated in the 1860s in England by Richard Norman Shaw. Spreading to America
in the 1870s in predominantly wooden interpretations, the Victorian Queen Anne style
initially based on the medieval characteristics of the early 18th century later
incorporated many classical details and a less complicated form. In America, the
style (1880-1910) was often translated into wood relying on shingle patterns and
carved, turned and applique ornamentation for textures on wall and roof surfaces.
Characterized by irregularity of surface, texture and plan, the Queen Anne house's
architectural features include steep, multiple roofs, towers and turrets, projecting
pavilions, porches, bays and porches as well as stained or leaded glass. The best
preserved and the most elaborate of the three, the historic Dr. Cunningham House,
built in 1906 at 110 Market Street by local contractor-builder John Rose in a verna-
cular interpretation of the style, exhibits gabled bays, decorative shingles in the
gable ends, leaded glass and an open front porch as well as the Classical detailing
including Palladian influenced window arrangement and sidelighted entrance door
typical of the late Queen Anne style. In the process of restoration, the Cunningham
House was the site of the Grant County Historical Museum for many years (<u>Journal</u>, 9
May 1906; Tax Records, 1839-1930; <u>Historical Tour</u>, 1976:#9). Built in a similar
vernacular late Queen Anne style, the concrete block Shepherd House at 130 Market
Street, built c. 1908, and the brick Congregational Church Parsonage, built in 1907,
at 100 Park Place (presently reused as a funeral parlor) are less elaborate and less

National Register of Historic Places
Continuation Sheet

Section number __8__   Page __13__   <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

well-preserved examples of the style (Tax Records, 1839-1930; <u>First Congregational Centennial Pamphlet</u>, 1939).

The buildings constructed in the early twentieth century in the proposed Main Street Historic District reflect the conflicting trends of historic architecture and the new modern styles that characterized the period. Classicism was the major design source for the more prominent twentieth century historic styled public and commercial architecture in Platteville. Frequently used by public institutions to symbolize stability and status in the nineteenth and early twentieth century, the more refined Neo-classical Revival of the 1890s and early twentieth century was based more on the Greek orders than the Roman, employing linteled doorways and windows and pedimented porticos with Greek columns rather than Roman columns. This trend toward the use of classicism in architectural styles in the early twentieth century was propagated by American architects who were schooled in the French Ecole des Beaux-Arts tradition that was characterized by a mixture of Greek and Roman influences. In addition, the use of classical forms was displayed with overwhelming success at the World's Columbian Exposition in Chicago in 1893, becoming the preferred style expressing corporate wealth for several decades thereafter. Three substantial governmental and commercial buildings constructed in Platteville in the second and third decades of the twentieth century were designed using the Classical architectural vocabulary. The earliest of the extant civic buildings in the historic district, the Platteville Post Office and Federal building at 85 South Court Street was constructed by contractor Henry Ferge of Milwaukee, according to a plan by federal government architects in 1910-1911, in a stylized Classical temple design. Highlighted by a balustrade around the roof, this architectually significant example of the Neo-classic style attains a monumental appearance through the use of rusticated piers the full height of the building on all elevations. Originally described as in a "rustic style," Bedford limestone laid with deep joints, a terra cotta entablature ornamented with Classical mouldings and swag and shield designs, and large windows with keystone accented lintels are Classical details which further characterized this symmetrically designed building (<u>Witness</u>, 8 Feb. 1911; <u>Journal</u>, 29 July 1910). Constructed during the civic design era, the Platteville Post Office was described at the cornerstone laying ceremony as "a building symbolical of the power and authority of the supreme law of the land." (<u>Journal</u>, 6 July 1910).

The Platteville Municipal Building was also viewed symbolically as a building "clothed in an architectural garb of good taste" that represented a desire to incorporate the element of modernity...rather than remaining in traditional ruts." This building, also known as the Civic Memorial Hall, was dedicated to "ex-servicemen of all wars." It was designed in a stylized Neo-classic style by Law, Law and Potter in 1928 (<u>Grant County News</u>, 20 September 1929). Built to replace the 1883 City Hall burned in 1926, the Municipal Building exhibits the standard classical formula of the period featuring a massive basement and monumental two-story pilasters that support a classical entablature that is ornamented by a Baroque motif of sea shells and swirls cresting along the top of the building and on panels of the facade. This

NPS Form 10-900-a
(R-82)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___14___   <u>Main Street Commercial Historic District</u>
                                         <u>Platteville   Grant County   Wisconsin</u>

well-preserved Municipal Building constructed to house city offices, the fire and police departments and a city auditorium by Wagner and Sons continues to feature the monumental marble stairway in the entrance hall although the fire department quarters have been remodeled for use by other city offices (<u>Journal</u>, 4 July 1928).

The last of the three notable examples of the Neo-classic influence in the Main Street Historic District, is the First National Bank building. It was designed and built in 1924-1925 by the Moorman Company of St. Paul at 50 East Main Street. Intending to suggest stability and prestige through the use of an ancient monumental style, the First National Bank exhibits a plain stone entablature and a brick attic story ornamented by panels with classical design motifs. Fluted Corinthian stone columns flank the entrance and paired stone end pilasters with terra cotta Corinthian capitals also placed at regular intervals on the east elevation (<u>Journal</u>, 18 February 1925, Tax Records, 1839-1930). Further influence of the early twentieth century Classical styles is displayed by the Empire Block built by Fritz Hoppe and Henry Kleinhammer in 1906 at 115-125 East Main Street. Exhibiting Beaux Arts style round arched windows with articulated keystones in the center bay, this building originally housed the Empire Mine stockholders' clubhouse on the upper floors. It has a cornice resting on applied pilasters and window treatment that appears to only suggest the Classical style (Tax Records, 1839-1930; Building Inscription). Even less distinct is the implication of the Classical style in the Platteville Lumber and Fuel Building built in 1913 at 5-15 East Main Street. Constructed of brick, the building is ornamented by full length masonry pilasters which visually support the implied entablature at the top of the main facade and along the west elevation (Building Inscription; Tax Records, 1839-1930).

Historic styles other than the Classical Revival styles exerted minimal influence on the buildings of the proposed Main Street Historic District in the early twentieth century. The term "Period Revival" is often used to describe a wide range of past motifs and styles that architects borrowed during the first four decades of the twentieth century, but particularly during the 1920s. Many architects commonly advertised their expertise in a broad stylistic range during this period. During the era of the Period Revival, only the English Tudor Revival style and the Mediterranean Revival style were employed in addition to the Classical Revival style in the historic district. Tudor Revival styles draw primarily upon English antecedents of the sixteenth century. Ornamental half-timbering applied over a conventional balloon frame structure and in-filled with stucco or brick is a hallmark of the Tudor Revival. The style is characterized by elaborate decorative chimneys, multi-gabled rooflines, and large window expanses subdivided by a multitude of mullions. Tudor Revival structures often are irregular in plan. Designed by the prominent Chicago architectural firm Miller, Fullerwieder, and Dowling in 1914, the Platteville Carnegie Library at 190 Market Street, characterized by a red tile roof, exhibits the variety of building materials including brick, wood and stucco, decorative brick patterns and large wall chimney typical of the traditional English Tudor Revival style. The brick piers rising above the roof line, however, suggest the architect's

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___15___ <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

attempt to create a "modernized" interpretation of the historic Tudor Revival style.
Reused as an engineer's office building when the library moved to a new building in
1975, this exceptionally well-preserved Carnegie Library retains its original Arts
and Crafts style interior (<u>Witness</u>, 1 December 1915; <u>Journal</u>, 31 March 1915).
Searching for a special romantic effect, William Tracy selected the Spanish Colonial
Revival style for the Avalon Theater. The building was described as the "Spanish
Atmospheric" style at the time it was designed by Livermore, Barnes and Samuelson in
1930. Built on the site of the historic Cummins Building at 95 East Main Street
during the great movie era, the Avalon Theater is characterized by a curvilinear
gable, heavy piers and classical details that suggest the Spanish Colonial style
(<u>Journal</u>, 10 December 1930; Tax Records, 1839-1930). The ornamentation, however, is
abstracted especially along the cornice, showing the influence of the Art Moderne
era.

The trend toward a new modern style, fueled by a distaste for decorative and
historic styles of the past, was displayed in the vernacular brick buildings con-
structed or remodeled in the early twentieth century under the influence of the
Commercial Style. The Commercial Style refers to the commercial and office form that
developed in the late nineteenth century, primarily in response to the new technol-
ogies that permitted greater physical height and larger expanses of open floor space.
Metal skeleton framing, first in cast and wrought iron, later in steel, was foremost
among the new technological developments developing between 1895 and 1930. Typically
five or more stories in height, the Commercial Style's character derives from its
fenestration. Whereas load-bearing masonry walls admitted relatively few windows,
the new structural skeleton permitted maximum light and ventilation. The fenestra-
tion pattern is usually regular with large divided rectangular windows. Generally
built in a simple rectangular form, the early modern buildings in the historic
district also exhibit a minimal amount of ornament derived from the commercial
Chicago School and its residential counterpart, the Prairie School. Among the best
preserved Commercial Style buildings in the proposed historic district is the Meyers
Building at 40 East Main Street. Originally built in 1874 in an Italianate Revival
influenced vernacular style, the Meyers Building's facade was modernized when the
adjacent First National Bank was constructed in 1925 (Photographs dated 1924-1925;
Tax Records, 1839-1930). The rather utilitarian design employed simple brick sur-
faces and simple rectangular windows. The red brick facade of the Meyer Building is
decorated mainly by brick and white tile patterns. Simple raised brick mouldings as well
as selected stylized historic details such as cornices, pediments and pilasters
were used to ornament the McKernan Building at 65 West Main remodeled in 1928 and the
Elwell Drug Store at 95 West Main Street in 1913. The greatly altered Morgan Evans
Building at 115 West Main in 1911, and the Nickolas Building constructed in 1926 at
65 North Fourth Street (Tax Records, 1839-1930; Building Inscriptions) are more
typical examples.

By the 1940s, the remnants of the historic ornament found in the earlier decades
of the twentieth century in Platteville no longer ornamented newly constructed

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___16___ Main Street Commercial Historic District
                                       Platteville   Grant County   Wisconsin

buildings. Often constructed with tile exterior walls, simple one-story buildings
with no historic ornament were built at 155 West Main Street in 1941 and at 40 East
Mineral c. 1940.

The Main Street Commercial Historic District contains an architecturally
significant concentration of historic commercial structures which together reflect
the local architectural history of Platteville from 1848 to 1930. The structures
represent both high style architecture designed by professional architects, as well
as, vernacular interpretation of the prevailing architectural styles by local
contractors and craftsmen and are representative of the range of styles and con-
struction methods prevalent during the period. The district is particularly
distinctive for its concertration of early Federal-influenced commercial structures,
buildings which   rarely survived to the present day in Wisconsin.

Commerce

The Main Street Commercial Historic District is significant for local history in
the area of commerce because it contains within its boundaries the highest concentra-
tion of retail trade, information services and utility services in Platteville.
While the Wisconsin Cultural Resource Management Plan has yet to discuss and identify
historic resources in this area of Wisconsin history, historians of Wisconsin have
discussed at length the importance of commerce in Wisconsin communities.

Trading in goods and services began in Wisconsin communities almost from the
beginning of their settlement, some businesses starting in primitive log cabins.
These early businesses were often multi-dimensional, consisting of general store,
inn, and post office. As communities developed, even the smallest towns had a
variety of stores such as grocery, 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
some citizens complained of an over abundance of commercial enterprises when industry
was sorely needed in a community. The pioneer general store persisted during this
time, but did not increase in numbers as retailing became more specialized. Overall,
what dominated retailing during the nineteenth century was the high turnover of
businesses in the highly competitive area of commerce (Current, 1976:107-108; Nesbit,
1985:211-213).

The development of trade in goods and services in Platteville was typical of
small communities in Wisconsin. Beginning in primitive log and frame structures as
early as 1828, the commercial district developed from small general stores and shops
to larger department stores and expanded specialty stores. After the first store was
erected on Main Street in 1843, the business center moved from Second Street to Main
Street. Like other communities, Platteville had a large turnover in retailing and
those merchants who survived often became the leading citizens in the community. The

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___17___ Main Street Commercial Historic District
                                      Platteville   Grant County   Wisconsin

presence of successful, long-term businesses in Platteville's commercial district
helped maintain the city's position as a regional trading center when the community
experienced little   economic growth.

As a district comprised of retail businesses, the Main Street Historic District
properties relate mainly to the goods and service topic of the commerce theme. The
first period of growth occurred during the mid-nineteenth century mining activity,
particularly after the village was platted in 1835 by Thomas Hugill. According to
the known dates of construction, another period of development occurred in the late
nineteenth century with the advent of the railroad in 1870. The last period of
noticeable growth in Platteville's commercial district coincided with the increased
demand for zinc ore in the early decades of the twentieth century, resulting in the
greatest economic boom ever recorded in southwestern Wisconsin.

The presence of banks within the community provided a means for citizens to make
long-term investments, which demonstrates an expanding or strong economic outlook in
the community. A boom in establishing banks occurred during the 1850s, and by 1871,
there were 105 banking facilities in 58 towns in Wisconsin. In 1891, there were 272
banking facilities in 172 communities and 67 towns had more than one facility
(Nesbit, 1985:213-215). The first bank in Platteville reportedly was the Bank of
Grant County established in 1857 by E. R. Hinckley and Co. located on the southeast
corner of Third and Main (not extant) (Tax Records, 1857, Independent American, 17
July 1857). In 1866, Isaac Hodges reorganized the Augustine Company, Brokers, into a
banking business. The Hodge banking firm constructed a substantial brick bank
building at 50 East Main in 1870 (not extant). When the Hodges Bank failed in 1884,
the W.S. Northrup and Co. Bank established in 1880 in the Meyers building at 40 East
Main but also suspended its operation shortly thereafter. Platteville remained
without a bank until 1891 when Dr. George Eastman who had been a partner in the
Northrup Bank and a physician in Platteville since 1850, established the Eastman Bank
in the old Hodges Bank building at 50 East Main Street (not extant). Reorganized as
the present First National Bank by W. P. Hetherington of Dubuque, Iowa, with the
cooperation of Dr. Eastman in 1891, the firm constructed a new, Classical Revival
style building on the site of the 1870 Hodge Bank building in 1924-1925. Presently
a law office, this building housed the First National Bank until 1972 when this
banking firm moved to a new building adjacent to the historic district at 170 West
Main Street (Tax Records, 1839-1930; Butterfield, 1881:710; Holford, 1920:477-478;
Journal, 18 February 1925; Appenzeller, 1976). Organized in 1892 by its president J.
P. Huntington, the Platteville State Bank was established in a new building outside
the historic district at 345 West Pine Street in 1970. The last of the three long-
standing banking firms presently in Platteville, the Mound State Bank organized in
1915 remodeled the 1883 Masonic building at 55 East Main Street for its purposes when
the Masons built a new temple. The Mound State Bank remained at this site until 1976
when the firm constructed a new building outside the historic district at 25 East
Pine Street (Tax Records, 1839-1930; Holford, 1920:477; Appenzeller, 1976:72).

NPS Form 10-900-a
(8-86)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___18___   Main Street Commercial Historic District
                                        Platteville   Grant County   Wisconsin

Until the 1890s at least, incorporation was not an avenue to easier financing even for relatively large and expanding enterprises (Nesbit, 1985:155) The corporate form widely adopted in the 1880s mostly for legal purposes was used extensively by the multitude of newly forming zinc mining companies in the Platteville area to finance the mining structures and operations (Journal ["News of mines"], 1904-1910). Consequently entrepreneurs became stock brokers and stock exchange services were established in the Platteville community. Outside his barbershop business, John Webb, identified locally as "The Barber Broker" initiated his role as "The" Stockbroker of mining stocks quite accidentally during the great zinc era, when The Enterprise Mine began its famous boom at the turn of the century creating an unprecedented demand for its corporate stock. Operating from his barbershop located in the Masonic Building at 55 East Main Street at the turn of the century, Webb opened a "genuine stock exchange" over the State Bank at 35 East Main Street in the first decade of the twentieth century during the early years of the zinc boom. Webb continued to operate his barbershop until the 1930s (Journal, 22 February 1939; Platteville Directory, 1897; Sanborn Maps, 1900). The establishment of a more formal stock exchange for the purpose of buying and selling lead and zinc stocks and the handling of mining lands and leases was attempted by Thomas Kennedy, Charles Kistler and N. E. Stephenson in April of 1905. Apparently in business for a short time, this Badger Mining Stock Exchange was located in refurbished quarters on the second floor of the Roseliep Block at 90 North Second Street. Featuring an exchange room, a reception parlor and private offices, the exchange also had 1000 five-ounce bottles to be used for the display of ore drilling of the district. A branch office was located in Milwaukee (Journal, 18 April 1905).

Mercantile businesses retained a central importance throughout the nineteenth and into the twentieth century. Late in the nineteenth century, specialized entrepreneurs gradually reduced their functions and eventually their numbers (Nesbit, 1985:212). Associated with one of the earliest extant brick buildings in the Main Street District, Harrison Bell established a general merchandise store in the building at 70 North Second Street around 1850. Arriving in the area around 1840, Bell was a merchant in Platteville for over 21 years. After renting his building to the Lloyd and Co. Dry Goods Store in 1859, Bell resumed business in 1860, continuing until he sold the building in the early 1860s (Grant Co. News, 8 March 1860, 20 December 1860; Tax Records, 1839-1930; Mon Pleasure, 1911). Important mercantile establishments organized in the 1860s to 1870s include the Katzenstein Dry Goods Store originally located on the north side of East Main between Second and Third Streets (not extant). When Katzenstein moved his store to the Lane Building at 15 West Main Street in the summer of 1868, the building received a third story and a new front was added (Tax Records, 1839-1930; Witness, 23 July 1868, 30 July 1868; Gray and Pattengill, 1868). The site of a succession of dry goods, general merchandise and clothing stores until the early twentieth century, the Lane Building housed the Samuel Block Dry Goods Store in the 1870s, which was operated as a general merchandise store by his wife Jennie and son Jacob until at least 1910 (Tax Records, 1839-1930; Wisconsin Gazetteer, 1873-1910; Platteville Directory, 1897:14; Journal, 16

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___19___   Main Street Commercial Historic District
                                        Platteville   Grant County   Wisconsin

March 1938). A small frame store housed the small general merchandise business and residence established by William Elgar at 20 East Main Street (extant, non-contributing) from the time he built the building in 1866 until his death at the turn of the century (Tax Records, 1839-1930; Sanborn Maps, 1884-1908). A larger general merchandise store owned by August Kettler established along with a meat market operated by his brother Conrad Kettler and his partner Mackey [Macke] was located at 96 East Main. Established on the site by 1868 when Kettler purchased the property, the business was housed in a new building in 1874 when fire destroyed the original building (Tax Records, 1839-1930; Witness, 15 April 1874, 23 April 1874, 21 May 1874; 23 March 1938; Gray and Pattengill, 1868). A more prestigious merchandising business was established by A. W. Kemler in 1877. Located in the Masonic Building at 55 E Main (remodeled) from at least 1885 until he retired after the turn of the century, A. W. Kemler, elected president of the First National Bank in 1916, officiated while the bank constructed an impressive new building in 1924-1925 (Wisconsin Gazetteer, 1886-1913; Journal, 18 February 1925).

By the turn of the century, the number of mercantile stores decreased, rapidly declining particularly in the early 1900s. Some of the merchandise stores established in Platteville in the late nineteenth century continued to operate for a few years in the twentieth century zinc mining boom. Established in a small frame store on the site of the present Bayley Block at 85 East Main by the 1870s as the Henderson and Gribble Store, this store continued in the new brick Bayley Block as the H. M. Gribble Dry Goods Store after it was built in 1898 until around 1915 (Wisconsin Gazetteer, 1891-1910; Sanborn Maps, 1884-1915; Journal, 9 March 1938). Moving the emphasis to a stock of notions and dry goods rather than general merchandise, the Schambow Store established by Henry Schambow just after the turn of the century rented quarters in the newly constructed Platteville Lumber and Fuel building at 15 East Main in 1913. The Schambow Store continued under the ownership of Mrs. Louise Schambow from the late 1920s until 1938 (Wisconsin Gazetteer, 1905-1927; City Directory of Platteville, 1936-1937:5; Grant Co. News, 6 May 1938).

Founded around the same time, the Fred Snowdon Dry Goods Store initially was established in 1903 in the small brick McKernan building at 65 West Main (remodeled). An immediate success, Snowden expanded into an adjacent space east of his store and added an addition at the rear in 1904. Snowden sold out in 1919, but, unable to adjust to retirement, he resumed business a few months later in April 1909 in rented quarters in the Bayley Block at 85 East Main Street. Described as a modern department store in the 1930s, the Snowden Store continued at this site until at least 1940 (Wisconsin Gazetteer, 1905-1927; City Directory of Platteville, 1936-1937:5; Grant Co News, 12 October 1934).

Also established in the early years of the twentieth century, the general store operated by Morgan Evans from around 1900 until his death in 1915 continued to operate as a dry goods store until around 1940, housed in the substantial brick building constructed for it in 1911 at 115 West Main Street (Wisconsin Gazetteer,

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___20___   Main Street Commercial Historic District
                                        Platteville   Grant County   Wisconsin

1901-1913; Tax Records, 1839-1930; Barden, Interview, 1983). Prominent merchandise stores for which no associated building remain in the district include the Riege and Stein Store (1860-1885), the John Mc Arthur Store (c.1860-1901), Henderson and Gribble Store (1870-1890, the William Couduroy Store 1860s-1905, and the J. Kemler Store, 1844-c.1900 (Butterfield, 1881:902,903,910,918; Wisconsin Gazetteer, 1873-1905; Journal, 18 February 1925; Tax Records, 1839-1930; Platteville Directory, 1897).

Augmenting the merchandise stores in the Main Street Historic District were the specialty shops that grew and developed during the nineteenth and early twentieth century. Among the most prominent were the hardware stores stocked to supply both farmers and miners as well as the urbanized residents of the city. The earliest extant building associated with the hardware trade is the Dodge-Murphy building constructed in 1860 at 20 West Main where James Dodge operated his hardware business and tin shop until 1874 (Tax Records, 1839-1930; Wisconsin Gazetteer, 1873-1879; Witness, 8 March 1860; 14 May 1874). A more common element in the commercial district in the late nineteenth century, a hardware business and tin shop was founded by Jonathan Smith around 1886 in the Jenkins building at 60 West Main. The business was continued by his son W. B. Smith at the turn of the century until the late 1920s. Jonathan Smith's grandson L. P. Smith took possession of the business, remaining at the same site as the original Smith Hardware Store until at least the 1940s. (Tax Records, 1839-1930; Wisconsin Gazetteer, 1873-1927; City Directory of Platteville, 1936-1937:5; Sanborn Maps, 1892-1929). Many hardware stores encouraged by the new zinc boom at the turn of the century and in the early twentieth century survived only a few years. However, the hardware store established by J. E. Fawcett, a sheet metal worker who learned his trade from L. M. Devendorf, a pioneer hardware merchant in Platteville in 1876, operated in the commercial district from the 1880s until 1930. Fawcett built a new building (now covered by metal siding and non-contributing) to house his business in 1893-1894 at 120 West Main Street (Tax Records, 1839-1930; Wisconsin Gazetteer, 1897-1927; Platteville Directory, 1897; Journal, 5 July 1932). Other important hardware businesses operating during the same period in the Main Street Historic District included the F. W. Marcussen Hardware Store (1897-1921) in the Bayley Block at 85 East Main Street and the early twentieth century Heiser Hardware Store presently located at 175 West Main Street (non-contributing) (Wisconsin Gazetteer, 1897-1927; City Directory of Platteville, 1937:7).

During the late nineteenth century, drug stores commonly sold not only prescribed and patented medicines but also oils, paints, perfumes, notions, jewelry and fruits and groceries. Among the earliest of the extant properties associated with the history of drug stores in the commercial district, J. F. Munger & Co. sold groceries in addition to drugs and medicines. Established by 1868 in the newly constructed Jenkins building, the Munger Drug and Grocery Store remained at this site until the early 1880s (Gray and Pattengill, 1868; Sanborn Maps, 1884; Tax Records, 1839-1930 , Witness, 3 June 1869). One of two drug stores in the commercial district, which served the Platteville area from the mid-nineteenth century on into the

National Register of Historic Places
Continuation Sheet

early twentieth century, the Wright Drug Store was established by G. W. and S. E. Wright in a frame building adjacent to the Wright residence on the corner of Main and South Second Streets in the early 1860s. Operated in partnership with M. T. Hooper in the mid-1870s, the drug store was in business under a sole proprietor George W. Wright until around 1891 when he went into partnership with his son. Located in the building at 105 East Main constructed for George Wright in 1884, the Wright Drug Store closed at the turn of the century. However, the Wright building continued to house drug stores throughout the early decades of the twentieth century including the H. A. Robinson Rexall Drug Store in the early twentieth century followed by the Baumhouer and Schmidt Drug Store, the George Krebb's Drug Store and most recently the George Walker Drug Store, which moved outside the district to Dick's Super Market Shopping Center on Pine Street in 1956 (Tax Records, 1839-1930; Wisconsin Gazetteer, 1837-1897; Sanborn Maps, 1884-1929; Journal, 9 March 1938; Barden Interview, 1983). The second long-lived drug store business in the commercial district, the Drinkall Drug Store was established by Thomas Drinkall around 1870 at 80 East Main Street. When fire destroyed his building in April of 1874, Drinkall immediately rebuilt his store using brick materials. Used as the Drinkall Drug Store until at least after the turn of the century, the Drinkall building housed a drug store again in 1929 (Tax Records, 1839-1930; Sanborn Maps, 1884-1929; Journal, 23 March 1938; Witness, 15 April 1874, 23 April 1874, 21 May 1874). Although not as long lived, the Hooper Drug Store was established by H. T. Hooper after he had first formed partnership with George Wright in 1872-1873 and with Rountree in 1875-1876. Following his purchase of the property at 30 East Main around 1881, Hooper had a new brick store constructed in 1882. Hooper sold his drug business also known as the Central Drug Store in 1891 to Harlow Youmons, a native of New York, who operated the Youmans Drug Store at 30 East Main until his death in 1937 (Tax Records, 1839-1930; Sanborn Maps, 1884-1929; Journal, 23 June 1937; Wisconsin Gazetteer, 1897-1927; City Directory of Platteville, 1936-1937:4; Witness, 30 June 1937). One of the few newly established drug stores of the early twentieth century, the Elwell Drug Store was founded in a new building constructed for its purposes at 95 West Main in 1913. Also used as the Burnham Drug Store in the 1930s, this building presently houses the Cardin Pharmacy (Tax Records, 1839-1930; Sanborn Maps, 1884-1929; Journal, 9 April 1913; City Directory of Platteville, 1936-1937:4).

Among the more specialized businesses emerging in the nineteenth century as commerce began to fulfill the more complex needs of its more affluent patrons were several clothing, jewelry and furniture stores that evolved from the small craft industry prevalent in the mid-nineteenth century in Platteville. After 1870 when no longer able to compete with more economical mass-produced furniture transported by the newly constructed railroad, prominent furniture factories like the Grindell Furniture Company only sold furniture from show rooms located on the second and third floor of their building at 40-50 West Main. Adding an undertaking service to their business, the Grindell Company was divided at the death of one of the brothers (William) at the end of the nineteenth century. W. F. Gindell, son of William, took over the furniture business, taking his son Charles into partnership with him. The

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___22___   Main Street Commercial Historic District
Platteville   Grant County   Wisconsin

Grindell Furniture and Undertaking business was moved to the newly constructed
Oettiker Building at 175 West Main Street (non-contributing) in 1895, where it
remained until the business was closed in the late 1920s (Tax Records, 1839-1930;
Wisconsin Gazetteer, 1873-1927; City Directory of Platteville, 1936-1937:5; Witness,
7 September 1921; Journal, 23 March 1938).

Another specialty shop contributed to the variety of services offered the community
in the commercial district. The jewelry store evolved from its function as a small
craft shop to that of a retail store in the later decades of the twentieth century.
Listed as a watch maker in the 1870s, John Robertson was identified as a jeweler in
the 1880s. Also the photographer and proprietor of Robertson's Art Gallery,
Robertson established his business in Platteville in 1858. Trained as a watch maker
in his native Scotland, Robertson constructed a new brick block equipped with a photo
studio on the upper floor in 1874 at 60 East Main Street. As Robertson took more
interest in his photography, his sons Robert and David carried on the jewelry
business until around 1890 (Tax Records, 1839-1930; Wisconsin Gazetteer, 1873-1886;
Witness, 10 December 1874; Butterfield, 1881:918; Journal, 23 March 1938; Sanborn
Maps, 1884-1900).

Specialty stores for men's clothing often combined with tailoring and custom
made clothing and were evident in the commercial district by the 1870s. Ferdinand
Stiegel, a merchant tailor and dealer in ready-made clothing, gents furnishing goods
born in Austria, established a clothing business upon his arrival in Platteville in
1875. By 1880 he purchased the Martin building at 10 East Main where he operated his
men's clothing business known as "The Hub" until 1897 (Wisconsin Gazetteer, 1876-
1897; Tax Records, 1839-1930; Butterfield, 1881:923; Sanborn Maps, 1884, 1892). The
site of a men's clothing store until recent times, the Martin building also housed
the Cabanis and Reed Clothing Store and Tailor Shop from the mid-1890s until around
1905. About 1910 Charles Burg installed his clothing store on the premises,
remaining at 10 East Main until his death in the late 1930s. The Frank Burg Mens
Clothing store established in the late nineteenth century, was located in the
William Meyers building at 40 East Main Street from around 1896 until Burg's death in
the 1920s, remaining in business until at least the 1940s (Wisconsin Gazetteer, 1873-
1927; Platteville Directory, 1897:14; City Directory of Platteville, 1936-1937:4;
Barden Interview, 1983). Two men's clothing stores established at the end of the
Platteville zinc boom period of development in the early twentieth century in the
early 1920s were the Arthur and Hyman Kaufman Clothing Store located in the east room
of the Grindell building at 40 West Main Street and Tiedeman Men's Store in the
historic Henderson Harness Shop at 10 West Main Street. Only the Tiedeman Men's
Store remains in business at present (Wisconsin Gazetteer, 1873-1927;
City Directory of Platteville, 1936-1937:4).

Grocery stores were one of the most transient of businesses in Platteville's
commercial district and among the first of the specialty stores to develop in
Platteville's commercial district. Although historic resources associated with many

NPS Form 10-900-a
(R-80)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___23___   **Main Street Commercial Historic District**
                                          Platteville   Grant County   Wisconsin

of the early grocery stores are no longer extant, the Jenkins building at 60 West Main was the site of the J. Munger Grocery and Drug Store when it was newly constructed in 1868. Putting more emphasis on the drug business in the later years, Munger continued in business at this site until the early 1880s (Wisconsin Gazetteer, 1873-1886; Gray and Pattengill, 1868). Another early grocery business operated by John Parnell in the 1870s was established in the Parnell building constructed in 1850 at 90 East Mineral Street (Tax Records, 1839-1930; Wisconsin Gazetteer, 1873-1879).

The other two food related stores of the thirteen listed in the Wisconsin State Gazetteer in the 1870s with associated properties remaining in the commercial district are the Wilson Grocery and Confectionary and the Henning Bakery. Described as a dealer in fruit, fancy groceries and confectionary, David Wilson, originally in the jewelry business, established his grocery and confectionary store in Platteville in 1874, which burned in the fire of April 1874. Rebuilding immediately on the same site, 76 East Main Street, Wilson, noted locally for the blue front on his new store, added a restaurant to his services, which continued until the early 1880s (Tax Records, 1839-1930; Wisconsin Gazetteer, 1873-1879; Butterfield, 1881:925-926; Journal, 23 March 1928; Witness, 15 April 1874). Established by 1876 in the west room of the Dodge-Murphy building at 20 West Main, the Nickolas Henning Bakery purchased the building down the street at 70 West Main around 1890. The bakery moved into a new building constructed on the same site in 1895. Operated by Henning's son Henry beginning in the mid-1890s, it was sold to John Steinhoff in 1909 (Wisconsin Gazetteer, 1873-1905; Tax Records, 1839-1930; Sanborn Maps, 1884-1929).

A bake shop also offering groceries for sale, the J. V. Gardner Store was located throughout the 1890s in the east room of the Grindell building at 40 West Main Street. Among the many grocery stores established in the early twentieth century was the Sander Brothers Store, which replaced the Gardner Store in the Grindell Building in the first decade of the twentieth century. The Sander Grocery continued to operate at this site until at least 1930 (Wisconsin Gazetteer, 1873-1927). Around 1920, three locally owned grocery stores including the Center Store owned by Robert Brockman in the frame Elgar building at 20 East Main (non-contributing), the Huntington and Willer Grocery in the Lewis building at 100 East Main and the Wills and Hoadley Grocery in their new building at 25 West Main in 1924 were established in the commercial district. About the same time signalling an end to complete local control in the commercial district, the first chain grocery store, the Great Atlantic and Pacific Tea Company opened a store also in the early 1920s in the Empire Block at 115-125 East Main, moving to larger quarters in the Platteville Lumber and Fuel building at 15 East Main Street in 1938 (Wisconsin Gazetteer, 1873-1927; City Directory of Platteville, 1936-1937:6; Journal, 11 April 1923; Grant Co. News, 6 May 1938).

Even more specialized than grocery stores and bakeries, meat markets were less numerous. One of the earlier meat market businesses in the city, Conrad Kettler in partnership with Mackey had established his market by 1868 at 96 East Main in

NPS Form 10-900-a
(8-86)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page __24__   Main Street Commercial Historic District
                                       Platteville   Grant County   Wisconsin

association with the August Kettler General Merchandise Store in the same building.
Moved into a new building constructed on the same site after fire destroyed the store
in 1874, Kettler continued in business until the 1890s. The Kettler Meat Market
store was occupied by Steinhoff and Stephens around 1897 until the early twentieth
century. The Kettler Store was used by the City Meat Market under the proprietorship
of Sherer and Harker in the 1930s (Tax Records, 1839-1930; Gray and Pattengill, 1868;
Wisconsin Gazetteer, 1873-1927; City Directory of Platteville, 1936-1937:8; Witness,
15 April 1874, 23 April 1874, 21 May 1874). One of the last buildings to be
constructed in the Main Street Historic District, the Will Brodbeck Meat Market
constructed in 1924 at 45 West Main Street housed Brodbeck's business until at least
the 1940s (Wisconsin Gazetteer, 1873-1927; City Directory of Platteville, 1936-1937:8;
Tax Records, 1839-1935).

    The first specialized stores in the Main Street Historic District probably
were the saloons established at least by the 1840s. Generally restricted to Second
Street,often referred to as "Grocery Street" by community consensus, a tavern
associated with the Platteville Hotel was established on the corner of Second and
Mineral as early as 1840 (Evans, 1898). Almost all of the buildings in the historic
district on North Second Street were constructed to house saloons. Located at 30
North Second from 1870 to 1880, the Siemer and Thiele Saloon was moved into a new
building after fire demolished the earlier one on the same site in 1874 (Wisconsin
Gazetteer, 1873-1879; Tax Records, 1839-1930; Witness, 15 April 1874, 23 April 1874,
21 May 1874). The Siemer and Thiele Saloon (sold to Albers and Cordts around 1885)
occupied the premises the majority of the time under the sole proprietorship of
Albers until the turn of the century (Tax Records, 1839-1930; Wisconsin Gazetteer,
1886-1901). Other saloons established on North Second Street in the nineteenth
century include the Casper Eberhardt Saloon and Bowling Alley established in the mid-
1870s at 74 North Second (non-contributing), the saloon owned by Daniel Segelke from
the mid-1880s to after the turn of the century at 60 North Second and the John
Hellmer Saloon established at 90 North Second in 1883. The Hellmer Saloon was
enlarged and remodeled when it was sold around 1897 to J. A. Roseliep who operated
the saloon until 1910 (Tax Records, 1839-1930; Wisconsin Gazetteer, 1876-1910).
Saloons continued to occupy North Second Street in the early twentieth century as
they do at the present time. The saloon established by Franz Berg in Harrison Bell's
General Store at 70 North Second around 1865 was purchased by Beining and Karrman at
the turn of the century. Operated by Beining and Karrman until at least the 1940s,
this saloon is presently known as the Big Bad John Saloon. The Siemers and Thiele
Saloon presently known as Orville T's Saloon was operated for many years in the early
twentieth century by Ben Doescher (Tax Records, 1839-1930; Wisconsin Gazetteer, 1905-
1927; City Directory of Platteville, 1936-1937:11; Sanborn Maps, 1900-1927). The
only saloon business in continuous operation under the same proprietorship from the
early twentieth century, the George Wedige was established in 1906 in a new building
constructed at 35 North Second Street (Sanborn Maps, 1908-1929; City Directory of
Platteville, 1936-1937:11). Saloons were also one of the services offered by hotels
and restaurants. The only extant hotel of three hotels in the city at the turn of

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___25___   Main Street Commercial Historic District
Platteville   Grant County   Wisconsin

the century, the Windsor Hotel at 95 North Second was built in 1896 to replace the historic Platteville Hotel built on the same site in 1840 which served as a hotel, restaurant, saloon and stage coach stop. Continuing to serve as a combination hotel, bar and restaurant, the Windsor House is presently known as Ted's Place (Sanborn Maps, 1884-1929; Wisconsin Gazetteer, 1873-1927; Tax Records, 1839-1930; Mon Pleasure, 1911; Gray and Pattengill, 1868; Evans, 1898).

As a shipping center for dairy products in the early twentieth century, the Platteville area was credited with producing 55 railroad carloads of cheese and 40 cars of butter as well as 650 cars of livestock in 1916. However, most of the historic resources associated with agricultural products such as produce stores and feed stores were located outside the boundaries of the Main Street Historic District. The Shepherd Brothers Feed and Flour Store established in the mid-1880s by their father Thomas Shepherd constructed a brick building for their business around 1919 after fire destroyed the former frame structure on the site at 110 West Main Street. Retailers of feed, flour and coal, the business was continued by G. W. Shepherd and Son in the 1930s (Wisconsin Gazetteer, 1873-1927; City Directory of Platteville, 1936-1937:5; Tax Records, 1839-1930). Materials used in the production of agricultural and dairy products also were offered for sale by the Platteville Lumber and Fuel Company, a lumber company located at the end of East Main Street, who constructed a large office building in 1913 that included a feed store and grain warehouse at 15 East Main Street (Tax Records, 1839-1930; Wisconsin Gazetteer, 1910-1927; Sanborn Maps, 1915-1929). The only farm implement store within the historic district boundaries is the H.P. Hellmer Implement Store located at the turn of the century at 50 East Mineral. Hellmer's business and machine shop was operated by Frank Klosterman during the 1920s and 1930s (Wisconsin Gazetteer, 1921-1927; Platteville Directory, 1897:14; City Directory of Platteville, 1936-1937:7).

Among the utilities serving the community, the telephone company is most closely associated with the historic resources in the Main Street Historic District. The history of the telephone service in Platteville began with the experimental work conducted by Captain William Homer Beebe, a local inventor and lawyer in the 1870s. Beebe with the assistance of hardware store owner and metal worker J. E. Fawcett constructed a long-distance telephone line from his law office in the William Meyer building at 40 East Main Street to Lancaster, a distance of seventeen miles, in 1878. Beebe's telephone company, the Grant County Telegraph and Telephone Company extended long-distance lines to Potosi, Lancaster, Cassville and Beetown. Operating from an exchange located on the southwest corner of Main and Second Streets (not extant), the company continued to serve the area until Beebe's death in 1910 (Wisconsin Gazetteer, 1873-1910; Journal, 5 July 1932, 28 October 1931; Sanborn Maps, 1908). The present telephone company, the Platteville Telephone Company, was incorporated in 1900 as the Platteville Rewey and Ellenboro Telephone Company. Located on the second floor of the Henning building at 70 West Main Street from 1900 until recently when the company constructed a new building at 135 North Bonson Street, the Platteville Telephone Company also handled the Bell Telephone Company business in the area and served 1600

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ____8____ Page ___26___   <u>Main Street Commercial Historic District</u>
                                           Platteville   Grant County   Wisconsin

customers in Platteville by 1934 (<u>Wisconsin Gazetteer</u>, 1901-1927; <u>City Directory of Platteville</u>, 1936-1937:9; <u>Grant Co. News</u>, 5 October 1934).

    Informational services are among the most important of the services provided in the Main Street Historic District in the nineteenth as well as the early twentieth century. The first newspaper printed in the community was the <u>Northern Badger</u> published in 1840 by Thomas Eastman. After several short-lived attempts by several newspapers, the <u>Independent American</u> was started in 1845, continuing under various publishers until 1857. The first of the three newspapers published in the twentieth century, the <u>Grant County Witness</u> was established first in Lancaster in 1859, moving to a frame building on North Fourth Street in Platteville the same year (not extant). After the served by several editors, the <u>Witness</u> was purchased by Martin Rindlaub in 1867. Rindlaub moved the printing office to South Court Street (not extant) where it remained until it ceased operation in the 1960s. The second of the three important newspapers in the city, the <u>Grant County News</u> began as the Grant <u>County Democrat</u> in 1884. Under the management of several publishers, the <u>Grant County News</u> was sold to its long-time publisher, R. I. Dugdale in 1897. Located at Main and Court Streets (not extant) in 1908 and at 60 North Second Street in the 1920s and 1930s, the Grant County News office and Printing Shop was moved to its new building at 155 West Main Street (non-contributing) in 1941. The <u>Grant County News</u> was absorbed by the <u>Platteville Journal</u> when editor Dugdale retired in 1952 (<u>Wisconsin Gazetteer</u>, 1886-1927; <u>City Directory of Platteville</u>, 1936-1937:8; <u>Wisconsin Journal</u>, 2 June 1927, 3 August 1952; Holford 1900:484-489; <u>Grant County News</u>, 3 April 1941). The one of the big three (which still serves the Platteville community), the <u>Platteville Journal</u>, was started by Roy C. Huntington on February 25, 1899. Originally established in the west room of the Bayley Block at 73-85 East Main Street, the Journal operation was moved to the Morgan Evans building at 115 West Main Street in 1940. The <u>Journal</u> absorbed the competing <u>Grant County News</u> in 1952 (Holford: 1900:489; <u>Wisconsin Gazetteer</u>, 1901-1927; <u>City Directory of Platteville</u>, 1936-1937:8; <u>Wisconsin Journal</u>, 3 August 1952.

    Medical treatment in Platteville followed a typical development from the care of private general practitioners and specialists in private offices to the founding of a private hospital in the early twentieth century. At mid-century, families generally remained responsible for the care of the sick. However in Platteville, a brick building (now greatly altered) constructed by Dr. James Campbell at 150 Market Street (non-contributing) in 1848 was used by Campbell as a hospital and hotel. Described as a practitioner of eclectic medicine, Campbell, originally a lead miner, went to medical school in St. Louis when he was fifty years old. He lived only at various times of short duration in Platteville, turning the property over to his daughter and son-in-law. Medicine improved in Platteville at the end of the nineteenth century. Among the most prominent of the local physicians, Dr. Wilson Cunningham opened a medical office that included a three-bed hospital in 1900 on the top floor of the Bayley Block at 85 East Main Street. Cunningham built a large three-story hospital on West Main Street outside the historic district in 1913. Dr. Wilson Cunningham's

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___27___   <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

house also is located in the historic district at 110 Market Street. The quarters in
the Bayley Block were used as a small hospital by C. H. Andrew in the 1920s. He
moved his office, hospital and the offices of the dentists C. H. and H. R. Andrew and
E.N.T. specialist Dr. Soles to the old Republican House Hotel on East Main Street
(outside the historic district) around 1929. Both the Cunningham Hospital and the
Andrew Hospital employed several physicians on their staff. A third hospital, the
Buck Hospital under the direction of Guerdon Buck was located in Platteville at an
unknown site in the late 1920s. The present Platteville Municipal Hospital was built
in 1950 (Wisconsin <u>Gazetteer</u>, 1901-1927; <u>City</u> <u>Directory of Platteville</u>, 1936-1937:6;
Appenzeller, 1976:72; <u>Platteville City</u> <u>Directory</u>, 1927).

Platteville's Main Street Commercial Historic District reflects the major
economic role it played in the community and the surrounding mining and agricultural
regions. The district contains the highest concentration of historic commercial
buildings in the city of Platteville and is a reflection of the commercial growth and
prosperity of the community from the early community's economic growth in 1930. The
businesses represented by the present day buildings covered the wide range of commer-
cial activities necessary to support the economy of Platteville and includes banks, a
hotel, merchantile, furniture, and hardware stores and saloons. As the community
developed, specialty stores such as drug, grocery, and jewelry stores, and bakeries,
meat markets became prevalent. The evolution of the buildings over time directly
reflects the changing economic environment of the community.

Education

Many important community activities occurred downtown during the period of
significance of this district. One of the most important educational institutions in
Platteville, the Carnegie Public Library is located within the boundaries of the
historic district. While the School of Mining and the Wisconsin State Normal School
in Platteville served the middle class and the wealthy, the free public library at
190 Market Street was for everyone.

Wisconsin's Cultural Resource Management Plan indicates the state-wide free
public library movement began in earnest during the turn of the century years, but
few communities had the financial backing to produce a substantial free public
library. Andrew Carnegie, the steel magnate, authorized the Carnegie Foundation to
issue millions of dollars toward free public libraries in the United States.
According to the Cultural Resource Management Plan, free public libraries are
significant as community centers and adult learning institutions. In addition, the
64 libraries built in Wisconsin with Carnegie money are significant because of their
major role in the expansion of the free library system (Wyatt 1906, 5-1-5-5).

The Platteville Public Library was funded by a grant of $12,500 awarded the city
by Andrew Carnegie in April of 1915. Designed by Chicago architects Miller,
Fullenwieder, and Dowling, the building was constructed to accommodate a growing city

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___28___   __Main Street Commercial Historic District__
                                           Platteville   Grant County   Wisconsin

library housed in various temporary quarters since it was started in 1904. Billed as "a matter of vital importance to the welfare of our city," the establishment and funding of a free public library was undertaken by the women of the city and was managed by the original group, the Woman's Alliance. Initially housed in two rooms in the Riege Block at East Main Street, the library was moved to the School of Mines on North Elm Street in 1907. As the value of the library became apparent, the city responded to the call for financial support, appropriating $1,000 to the library in 1909. Under the management of a board composed entirely of women until at least 1930, the 4300 books and the management of the library was turned over to the city in 1915 after the new building was constructed (Witness, December 1915; Journal, 29 January 1930). In 1975, the Platteville Public Library was moved to a new building constructed at 65 South Elm Street. The Carnegie Library building was sold and reused as an office building.

The Platteville Public Library is significant because it was the result of a community movement to provide an important educational institution to the community. While the library was initiated and managed for many years by the women in the city, it drew money from the entire community. An important source of education for the public in the city and outlying rural areas, the city library also was used extensively by students of the Platteville Schools. By 1930, when the library contained 7276 books, between three and four thousand reference questions were answered each year and approximately 10,000 people read or studied at the library tables (Journal, 29 January 1930).

Industry

Although the development of Platteville in the nineteenth and early twentieth century was tied to the lead and zinc mining industry, only a few buildings in the Main Street Commercial District are associated directly with this important aspect of southwestern Wisconsin economic history. Lead and zinc mining was Platteville's leading industry until well into the twentieth century (Grant Co. News, 20 July 1917).

Wisconsin's Cultural Resource Management Plan indicates the Wisconsin lead and zinc mining region produced a significant portion of the nation's lead and zinc from the 1820s until the 1920s. Also it states Wisconsin's lead region forms about 90% of the upper Mississippi Valley lead district, a 3000 square mile expanse of unglaciated terrain in southwestern Wisconsin, northwestern Illinois and northeastern Iowa. In Wisconsin, the region is centered in Iowa, Grant and Lafayette counties. Great demand in the nineteenth century for items such as pewter, shot and paint, resulted in expansion of the lead industry. Mining in the area developed extensively after 1822 when the United States government instituted a leasing system in which the lessee received a tract of 320 acres, the use of stone and timber it contained and the right to mine the lead ore. The growth in mining was phenomenal. By 1840, the Wisconsin Territory produced nearly 50 percent of the total lead output in the United

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___29___   Main Street Commercial Historic District
                                        Platteville   Grant County   Wisconsin

States. According to the Wisconsin Cultural Resource Plan, the decline of the lead
mining era set in rapidly after 1847 as diggings were exhausted and the federal
leasing system (found to be unenforceable) was discontinued. During the next decade,
the region's agricultural economy grew steadily, replacing mine diggings with fields
of wheat and corn (Wyatt, 1986 [Industry]:3-1-3-7; Nesbit, 1973:107-111;
Holford,1900:464). According to the Industrial Schedule of the 1850 United States
Census, only one iron smelter (not extant) owned by Leonard Coates remained in
Platteville by 1850 (U.S. Census, 1850 [Industrial Schedule]). Only a few individual
homes of the miners and the restored lead mine discovered by Lorenzo Bevans in 1844
(presently operated as a Museum at 385 East Main Street) remain from the early lead
mining era in Platteville, all of which are located outside the Main Street
Commercial Historic District (Holford, 1900:463).

As reported in the Wisconsin Cultural Resource Management Plan, the southwestern
Wisconsin region experienced a dramatic and unexpected resurgence in mining activity
at the close of the Civil War. As lead production declined, the demand for the zinc
ore, which underlay the easily accessible lead ore, increased. Improved technology
and increased financial investment by eastern industrialists provided the opportunity
as well as the mechanism for the deep mining process used to obtain the zinc ore.
(Wyatt, 1986 [Industry]:3-9). A market capable of supporting the zinc industry began
to develop in the 1860s after smelters utilizing a new refining method opened in La
Salle, Illinois and Mineral Point, Wisconsin (Gregory, 1932:436-440). With success-
ful smelting, zinc mining in Wisconsin grew dramatically, although mining technology
in southwestern Wisconsin remained at an unsophisticated, non-mechanical and labor
intensive, level for most of the nineteenth century. As further stated in the Plan,
the establishment of railroad lines between the 1860s and 1880s, facilitating the
transportation of zinc ore to the smelters, greatly aided the development of the zinc
mining industry. From 1861 until 1890, Iowa County was the major zinc mining region
in the state. Other notable zinc mines in the late nineteenth century included those
near Meeker's Grove, Buncombe and Benton in Lafayette County and mines near Beetown
and Platteville in Grant County (Wyatt, 1986 [Industry]:3-9-3-11).

The advent of the greatest economic boom in the southwestern Wisconsin region
occurred at the turn of the century as the nation was recovering from the depression
of 1893-1894. According to the Wisconsin Resource Plan, uses of zinc in a variety of
industrial products from the manufacturing of brass, paint and galvanized iron to
rubber products created an enormous demand from the late nineteenth century until the
end of World War I. The most important centers of zinc production during the period
were in the southern part of the region, especially near Benton, New Diggings,
Shullsbury, Hazel Green, Meeker's Grove and after 1900, Platteville. Generally the
zinc mines of these areas were developed outside the city limits although some
communities like Platteville and Mifflin had mines inside the city limits. The new
scale of operations changed the organizational structure of zinc mining. Corpora-
tions replaced individual operators and regional stock exchanges such as the
Platteville Lead and Zinc Exchange traded shares in the firms. As reported in the
Resource Plan, seven major corporations mostly from outside the community dominated

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___30___   <u>Main Street Commercial Historic District</u>
                                              Platteville   Grant County   Wisconsin

the region. These included the Mineral Point Zinc Company, the Vinegar Hill Company,
Wisconsin Zinc Company, the Frontier Mining Company, the Cleveland Mining Company,
the Field Mining and Milling Company and the Optimo Mining Company. Following the
decline in the demand for zinc after World War I, the final blow was the depression
in 1929. Once a nationally significant industry, zinc mining lingered until the
1970s when the last mine in southwestern Wisconsin closed, ostensibly because of low
priced foreign lead-zinc imports ((Wyatt, 1986 [Industry]:3-11-3-13; <u>Wisconsin
Journal</u>, 1 December 1953).

     Displaying a pattern typical of the remainder of the lead and zinc mining region
of southwestern Wisconsin, zinc mining in Platteville boomed in the late nineteenth
and early twentieth centuries. The number of mines located within five miles of the
center of the city increased from three at the turn of the century to twenty-one by
1906. During this period, the Platteville area produced 1500 tons of zinc per month
with monthly sales of $50,000 and employed 500 miners (Platteville, 1906). By 1916,
$20,000,000.00 worth of ore was shipped from southwest Wisconsin of which Platteville
was the center (<u>Journal</u>, 20 July 1917).

     Platteville was the headquarters for several large mining companies in the early
twentieth century. Established by fifty of Platteville's leading citizens and
businessmen, the Platteville Lead and Zinc Company was incorporated at Platteville
February 28, 1899 for the purpose of prospecting lead, zinc and other minerals and
the purchasing and selling of mines, lands and real estate as well as draining water
from mines and lands (Platteville Lead and Zinc Corporation [unpublished paper],
1899). The Platteville Lead and Zinc Company, mainly profiting from reworking old
mines (no extant buildings associated), became the Enterprise Mining Company
(Fatzinger, 1971:177). The Enterprise Mine was listed in the <u>Wisconsin
State Gazetteer</u> until 1917 (<u>Wisconsin Gazetteer</u>, 1917-1918:945). Two of the seven
major southwestern Wisconsin mining company corporations listed in the Wisconsin
Resource Plan were associated with the city of Platteville (Wyatt, 1986 [Industry]:3-
12). The Empire Mine, established in 1901, was described as "the big zinc mine of
which Platteville has been so proud" when it closed temporarily in 1913. Ore was
struck in January 1904 and a mill was built in July of the same year (<u>Journal</u>, 9
April 1913). Started as a local enterprise, the Empire Mine was absorbed by a larger
company from outside the city, the Wisconsin Zinc Company, in 1908 (<u>Journal</u>, 9 April
1913). The Wisconsin Zinc Company continued to operate until at least c. 1924
(<u>Wisconsin State Gazetteer</u>, 1924-1925:1120).

     Organized in 1906, the Vinegar Hill Zinc Company, affiliated with the
Youngstown Sheet and Tube Company, typically based its growth on the buying and
reworking of the lead and zinc mines established in the nineteenth century. In 1916,
during the peak of its production between 1915 and the end of World War I, the
company, under the presidency of William Smith constructed a one story office
building within the boundaries of the Main Street Historic District at 70 South Court
Street (Tax Records, 1839-1930; <u>Journal</u>, 22 March 1916; (Wyatt, 1986 [Industry]:3-
12). When the Vinegar Hill Zinc Company closed in 1938, it was billed as the largest

Inited States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___31___   Main Street Commercial Historic District
                                         Platteville   Grant County   Wisconsin

zinc and lead mining company in southern Wisconsin. The employer of 200 miners at the time of closing, the company ceased operation in the tri-state area as well as Wisconsin and shut down the company's two mines at Shullsbury, Wisconsin and the suphuric acid plant at Cuba City, Wisconsin (Journal, 30 May 1938). Although the mining companies closely associated with Platteville closed by the late 1930s, mining continued at a much diminished rate in southwest Wisconsin until the 1970s (Wisconsin Journal, 1 December 1953; (Wyatt, 1986 [Industry]:3-13). For mining stock exchange and associated properties, see section on Commerce.

During the nineteenth and in the early twentieth centuries in the Midwest, the number of craft enterprises often far exceeded the manufacturers in a single community. Some of the enterprises which are normally associated with industries developed from a craft setting. In Platteville, during its early years, some small industrial shops were located alongside commercial buildings but most were located outside the boundaries of the proposed Main Street Historic District. Small shops closed in downtown as the goods they produced were more readily available from retailers and other more economical suppliers made available by the advent of railroad transportation in 1870.

Among the earliest of the extant small industrial craft shops remaining in the commercial district, the Hendershot Harness Shop at 10 West Main Street was built in 1853 by Phillip Hendershot, a saddle and harness maker from Canada who came to Platteville in 1846. Reportedly the maker of the first Scotch collar and sweat pad in the state and the first harnesses in Grant County, Hendershot continued in business at this site until a few years before his death in 1910 (Journal, 16 February 1967; Tax Records, 1839-1930; Wisconsin Gazetteer, 1876-1909; Sanborn Maps, 1884-1908; Butterfield, 1881:966-907). The employer of three hands, Hendershot produced approximately 100 sets of harness per year for an annual product of $1700 in the years from 1850 to 1870 (U.S. Census [Industrial Schedule] 1850-1870). Although approximately five harness shops continued in business during the horse era that ended in the early twentieth century, the only other extant building housing a harness shop is the east room of the Vanderbie-Briggs building at 30 East Mineral Street. Listed as the owner of a harness shop as early as 1886 in the Wisconsin Gazetteer, George Briggs purchased this building in the late 1890s enlarging it considerably in 1899. Located at 103 North Third (not extant) in the early 1890s, Briggs continued his harness and carriage business at the new site until c. 1910 (Wisconsin Gazetteer, 1886-1905; Sanborn Maps, 1900-1915; Tax Records, 1839-1930; Building Inscription).

The manufacture of tin ware, copper ware, and iron ware was practiced as an individual craft and as part of four hardware businesses. After establishing himself as a blacksmith soon after his arrival in Platteville in 1840, Henry Lane expanded his business as a manufacturer and dealer in stoves, copper, tin sheet and iron ware in the late 1850s (Independent American, 3 July 1857). Originally located (not extant) at the rear of Hendershot Harness Shop at 16 West Main, Lane built a two-story brick

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___32___ Main Street Commercial Historic District
                                       Platteville   Grant County   Wisconsin

building to house his business across the street at 15 West Main (remodeled 1868). Lane carried on the blacksmithing and hardware business until 1867 (Butterfield, 1881:911; Tax Records, 1839-1930). An employer of three men, Lane had an annual production value worth $2500 (U.S. Census [Industrial Schedule] 1850). The only extant building representing the five blacksmiths known to exist in the historic district in the nineteenth century, the Lane Shop was important for its association with the manufacturing of tin, iron and copper ware. It received a new facade and a third story in 1868 and as a result is no longer a significant representative of an early small craft shop (Witness, 23 July 1868).

The Platteville Machine Company and Garage is representative of the machine shop adjusting to the needs of a changing early twentieth century society. It operated for a brief time around the turn of the century in the Vandebie-Briggs building at 30 East Mineral Street, becoming a car repair garage exclusively by 1915. Under the management of I.W. Bailey, the Platteville Machine Company and Garage produced mining tubs, tub hooks, car and elevator cups and repaired mining, milling and concentrating machinery (Wisconsin Gazetteer, 1909-1910:1046; Sanborn Maps, 1900-1915; Tax Records, 1839-1930).

More significant as a representative of the small craft shop, the small well preserved double store built for W. J. Murphy and James Dodge in 1860 at 20 West Main Street housed Dodge's tin shop in the east room. Credited with an annual product of $1000 worth of tin ware and the employment of two men, Dodge remained in business at this site until 1874 when he sold his hardware and tin business to Fuller and Richards (Witness, 8 March 1860, 14 May 1874; U. S. Census [Industrial Schedule] 1860; Tax Records, 1839-1930).

By 1890, the newly established Smith Hardware at 60 West Main had a tin shop at the rear on the upper floor. The Fawcett Hardware Store built at 120 West Main (non-contributing) in 1893 and the Pitts and Johanns Tin Shop on North Second (not extant) established in the early twentieth century, produced tin throughout the early decades of the twentieth century. As late as 1937, two shops on North Second (not extant) and the Heiser Hardware Store located in the Oettiker Building at 175 West Main Street (non-contributing) produced tin ware (Wisconsin Gazetteer, 1879-1927; City Directory of Platteville, 1936-1937:12; Sanborn Maps, 1892-1929).

Furniture production became a common adjunct to the lumber industry. According to the Wisconsin Resource Management plan, the manufacture of finished wood products were conducted on a small scale almost as soon as the logging of timber began in Wisconsin. Skilled craftsmen produced such items as sash, doors, furniture, cabinet work and a vast array of household articles. As the settlement of the upper midwest advanced, these specialized woodworking concerns increasingly were transformed into independent factory operations. The Resource Plan further maintains furniture manu-facturing was one of the most extensive aspects of wood and lumber products in Wisconsin during the nineteenth and early twentieth century. Within a few years of

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___33___   Main Street Commercial Historic District
                                          Platteville   Grant County   Wisconsin

settlement, Wisconsin pioneers were able to buy the products of local cabinet makers, many of whom were frontier craftsmen who combined furniture making with other occupations (Wyatt, 1986 [Industry]:7-1).

The most prominent among the four cabinet manufacturers reported in the Industrial Schedule of the 1850 U.S. Census, the Grindell Furniture Company was established by William Grindell, a skilled craftsman who learned his trade in Canada, when he arrived in Platteville in 1845. The partnership of Maddison and Grindell made tables and bedsteads with an annual product value of $800 in 1850. A new partnership formed after his brother John's arrival in Platteville in 1849 and lasted until their deaths at the turn of the century (Butterfield, 1881:906; U.S. Census [Industrial Schedule] 1850). In addition to increasing their annual product value to $2500 through the production of bedsteads, chairs and bureaus of local walnut, butternut and cherry woods, the brothers purchased property at 4th and Main Street. A frame workshop was built fronting on Fourth Street around 1855 (not extant) and a substantial three-story brick building with rooms for display on the second and third floors and offices and an assembly room on the first floor was constructed in 1866 at 50 West Main Street. The Grindells employed six men in 1860. The east three bays added in 1877 at 40 West Main Street (replacing a building constructed in 1860) served as residential quarters and housed a grocery store on the ground floor. The Grindell Furniture Factory closed in 1870 reportedly because of the competition from more economical, mass- production urban factories that became accessible after the advent of the railroad to Platteville in 1870. After the close of the factory, the undertaking service was added to their furniture business and John Grindell developed the family interests in other manufacturing concerns such as brick making and marble cutting. In 1895, the Grindell family moved their furniture and undertaking business to a new building owned by Dr. Oettiker at 175 West Main Street (non-contributing). The Grindell Furniture Store closed in the 1930s (Tax Records, 1839-1930; Witness, 7 Sept. 1921; Wisconsin Gazetteer, 1876-1927; U.S. Census [Industrial Schedule] 1860; Independent American, 2 July 1852, 3 July 1957; Grant Co. News, 29 March 1860; Witness 22 November 1860, 2 August 1866).

The Vanderbie Brothers Furniture Factory, competitors of the Grindell Brothers in the 1850s, constructed a new brick building at 30 East Mineral around 1854. Producers of beds, chairs, tables and bureaus, the business was first operated by Fred Vanderbie in 1850s at which time $650 was reported as the annual value and by Engel Vanderbie in the 1860s when the product increased to $2,180 annually and four men were employed. The Vanderbie Company closed around 1870 under circumstances similar to the Grindell Company. Engel Vanderbie moved on to other occupations, first a printing business and later a jewelry store (Tax Records, 1839-1930; Sanborn Maps, 1884; U.S. Census [Industrial Schedule] 1850, 1860; Witness, 7 September 1921). Other furniture factories of a similar nature owned by Henry Martens, E. E. Willman and David Hendershot between the 1840s and 1870 were located outside the boundaries of the Main Street Historic District (Tax Records, 1839-1930; U.S. Census [Industrial Schedule] 1850, 1860). Typically, according to the Wisconsin Resource Plan, the

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___34___ _Main Street Commercial Historic District_
                                        Platteville   Grant County   Wisconsin

furniture industry in Platteville, in a manner similar to other small shops and factories who depended on skilled craftsmen, relinquished their handicrafted operations for more mechanized processes by the late nineteenth century (Wyatt, 1906 [Industry] 7-3).

The most prominent small industry in late nineteenth Platteville was the cigar-making and tobacco business. Although at least four cigar-making companies were located in the commercial district at the turn of the century, only two extant properties are known to be associated with the historic cigar-making industry. The Karrman cigar-making company was established by Jacob Karrman when he purchased the east half of the building at 20 West Main Street in the mid-1870s. It continued in operation at the same site until at least 1915. Karrman's son Jacob entered into partnership with his father in the late 1890s. The Karrmans were noted for a five cent cigar branded the Black Jack cigar (Tax Records, 1839-1930; Wisconsin Gazetteer, 1873-1927; Sanborn Maps, 1884-1915). The Knebel and Steffens Cigar-Making Company, established later in the late nineteenth century, was located in the upper story of the August Kettler building at 96 East Main Street from the early twentieth century until at least 1937. Originally organized by the partnership of Knebel and Steffens, Ernest Steffens began doing wholesale and retail business as a sole proprietor around 1913 (Wisconsin Gazetteer, 1901-1927; City Directory of Platteville, 1936-1937:3; Sanborn Maps, 1900-1929; Holford, 1900:499). No extant buildings are known to be associated with the largest cigar-making firm located in the commercial district, the S. Sickle Company, which was established in 1893 and employed 25 people in 1900 (Holford, 1900:499).

Early small industrial development in Platteville consisted of those businesses established to support the mining economy, many of which are no longer extant or are located outside the boundaries of the district. When the zinc boom ended after World War I and even earlier when the lead mining era faded, small industrial companies relied on the agricultural and the university communities for their economic survival. The few craft shops which remain include furniture, cigar and tinware manufacturing and gain significance as representatives of this tradition.

Politics/Government

The Main Street Commercial Historic District was the center of local government in Platteville and still contains most of the resources associated with local government. The Wisconsin Cultural Resource Management Plan indicates legal, political and governmental resources are important to a community's governmental history. Built to serve a government organized at the request of the inhabitants of the city or village, buildings such as city hall, fire stations, and police stations generally are located on or near center commercial districts. In many communities, administrative services were combined into single multi-purpose buildings (Wyatt, 1986 [Government]:9-5,9-13).

National Register of Historic Places
Continuation Sheet

Section number ___8___   Page ___35___   Main Street Commercial Historic District
                                             Platteville   Grant County   Wisconsin

Platted in 1835 by Thomas Hugill under the direction of John Rountree, the village plan of Platteville, modeled after Hugill's native village in England, was characterized by a small central park, small lots and narrow streets. Incorporated in 1841, the village was governed by a president and six trustees, with a treasurer, a clerk, a collector, an assessor and a marshall (Butterfield, 1881:678; Holford, 1900:471-474). When Platteville was incorporated as a village in 1881, the form of government changed to the mayor-council form found in the vast majority of Wisconsin cities (Wyatt, 1986 [Government]:9-8; Holford, 1900:460, 474-475). In 1970, the present council-manager form of government was adopted (Appenzeller, 1976:76).

Little is known about the location of governmental offices until the incorporation of the city in 1881, which occurred during the revival of mining in the area sustained by the demand for zinc ore. Following the city's incorporation, a city hall and opera house was built in 1883 on Bonson Street facing the Village Square later known as the City Park (Sanborn Maps, 1884; Appenzeller, 1976:73). The 1881 City Hall housed the city offices until the building was destroyed by fire in 1926 (Witness, 13 December 1926). A new typical early 20th century multipurpose municipal building designed by Law, Law and Potter replaced the burned 1883 City Hall in 1928-1929 on the original site at 75 North Bonson Street (Grant Co. News, 20 September 1929).

By the twentieth century, local government also moved into the provision of social services as well as the promotion of the physical environment. Improvements went beyond the enhancement of Platteville's physical environment to the institution of social services during an era of national reform movements. Described as a "successful instrument for focusing social life, as a provision for housing the activities of city business and political life, and as an adequate home for police and fire departments" by the local newspaper when newly constructed, the new City Hall and Auditorium also was presented as the community's response to the emerging emphasis being given to community projects mainly in the realm of religion and education and to an increasing sense of civic pride (Grant Co. News, 29 September 1929). Adding yet another layer of symbolism, the Municipal Building was dedicated to "ex-servicemen of all wars" and, as a result, was renamed the Platteville Civic Memorial Hall (Grant. Co. News, 6 July 1928). Replacing the opera house of the 1883 City Hall, the new auditorium was integral to the municipal building. A seating capacity of 1400 was available for the community's organ concerts, musical plays, dramatic shows, city-wide celebrations, lectures, conventions and meetings (Grant Co. News, 29 September 1929; Journal, 18 August 1929). Utilized extensively since its construction, the auditorium (preserved along with its orchestra pit, stage, dressing rooms and organ) is used presently by local theater groups and for public meetings.

In the early twentieth century an era of civic improvement was facilitated by the organized city government. An impressive Classical styled Post Office,

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number __8__ Page __36__ <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

constructed at 85 South Court Street in 1911 is representative of the need for civic
improvement. The Cunningham Hospital (established in the upper floor of the Bayley
Block at 85 East Main in 1900) and the Carnegie Library (built in 1915 at 190 Market
Street) were further proof of the increased role of the city in providing social
services (<u>Witness</u>, 8 February 1911; Appenzeller, 1976:72; <u>Journal</u>, 31 March 1915).
Earlier in the late nineteenth century the first city water works were built in 1896
and a city well was drilled. Incandescent street lighting was begun during the same
period (Holford, 1920:499). Following the pioneering telephone experiments of
Captain W. Beebe in the 1870s, the Platteville Telephone Company was started in 1900
on the upper floor of the Henning Bakery Building at 70 West Main Street
(Appenzeller, 1976:72; <u>Journal</u>, 5 July 1932.)

One of the most important services provided by city governments was fire protec-
tion. After fire destroyed most of the commercial buildings on the block on the
north side of Main between Second and Third on April 15, 1874, the first meeting for
the purpose of organizing a fire department was called soon after at the end of
April, 1874 (<u>Witness</u>, 30 April 1874). The hook and ladder company established as a
result was soon followed by an engine company known as the Mound City Engine Company
in the fall of 1874 (Holford, 1900:511). The north end of the rear wing of the
Municipal Building constructed in 1928-1929 served the fire department until 1963
when the department moved to a newly constructed fire station at 275 East Main Street
(Appenzeller, 1976:72). It is the only existing historic resource associated with the
fire department. The fire department quarters at the Municipal Building have been
remodeled for the police department and other city offices.

Until the erection of a separate building in 1911, the Platteville Post Office,
(a federal institution significant as a service at the city level) was located, as
most early post offices, in association with private businesses. Established in 1829
in a building owned by John Rountree with Rountree as postmaster, the post office was
moved to Rountree's frame store at 3rd and Main in 1835. After removal to various
buildings around the village, the post office was moved back to the Bayley Block on
the southeast corner of 3rd and Main in 1879 (non extant) with B. F. Wyne as post
master. The post office remained at the 3rd and Main site after the new Bayley Block
was constructed in 1898 until the new building was constructed in 1911 under the
supervision of the federal government (Holford, 1900:510-511; <u>Witness</u>, 8 February
1911). Designed in a monumental Classical Revival style, the newly constructed post
office, like the Municipal Building, was given symbolic status by the community. In
his address at the dedication of the building, local Congressman A. W. Kopp promoted
the building as a "constant reminder to the people as they come and go of the pure
citizenship that must exist if the government which it symbolizes is to continue."
(<u>Journal</u>, 6 July 1910).

Consequently, in the early twentieth century, local municipal governments gained
increasing importance as greater population densities required more local services
and social progress. The increasing role of city government became one means of

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___37___ **Main Street Commercial Historic District**
Platteville   Grant County   Wisconsin

uniting a community which had lost its informal bonds during the rapid changes
occurring late in the century. The Main Street Commercial Historic District contains
a significant concentration of structures which reflect the governmental history of
Platteville. The Municipal Building and Auditorium, and Post Office reflect, through
their size, stature and architectural design, the major political role which the
district served as focus of civic government. The city hall and auditorium
represents the increasing formal role of the city government in providing local
community services and social programs in the early twentieth century.

Social History

Reaching their peak activity after the Civil War to 1910, the fraternal organi-
zations were one of the first and most popular types of voluntary organizations. Its
small size and intimacy and religious and moralistic overtones gave a needed sense of
community order and cohesion. Common after the Civil War, early forms met primarily
for companionship and the later type which became more prevalent at the turn of the
century were more service oriented (Wyatt, 1986 [Social and Political Movement] III,
5-1-5; Nesbit, 1985:686). Several such groups are associated with properties located
in the commercial district. The Free Masons maintained a highly structured organiza-
tion, conducting their meetings with much ceremony and ritual. Its hierarchy and
rules offered a sense of order, community status and prestige (Wyatt, 1986 [Social
and Political Movements]:III,5-2-4). The second Masonic lodge established in
Wisconsin was the Melody lodge #2, A.F. & A.M. of Platteville which was organized
February 15, 1843. In January of 1844, the Lodge was reorganized under a charter
from the Wisconsin Grand Lodge to replace the previous one from Missouri. In 1846, a
brick temple was erected at the corner of Court and Pine Streets (not extant). In
1883, a larger brick Masonic building with a Masonic Temple on the upper floors was
constructed at 55 East Main Street. An elaborate new temple (demolished in 1982) was
constructed at Pine and Court Streets in 1916 (Butterfield, 1881:710; Holford,
1920:507-508; Appenzeller, 1976:77; Tax Records, 1839-1930).

Another important fraternal organization begun in mid-nineteenth century
Platteville was the Independent Order of Odd Fellows, originally providing members
sickness and death benefits. Later, it functioned more for interpersonal association
emphasizing good moral conduct and considerable ritual in the meetings (Wyatt, 1986
[Social and Political Movements]:III,5-4). The Lily of the Mound Lodge #6 was the
first I.O.O.F. Lodge organized in Platteville. The first charter enacted under a
dispensation by the Grand Lodge of the U.S. in 1846 was replaced by a Wisconsin
charter in 1848. After meeting in the Masonic Hall until 1858, a hall was set up on
the upper floor of the Kellogg building (not extant). Additional lodges, the
Platteville Encampment #47 I.O.O.F. Lodges moved in 1912 to the upper floor of their
new three-story brick building constructed on property purchased by them in the 1890s

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___8___ Page ___38___ Main Street Commercial Historic District
                                       Platteville   Grant County   Wisconsin

at 85 West Main Street. The I.O.O.F. Lodge No. C building continues to serve the
I.O.O.F. Lodges at the present time (Sanborn Maps, 1915-1929; Journal, 9 April 1913;
Tax Records, 1839-1930; Holford, 1900:508-509).

Other fraternal organizations who utilized buildings in the Main Street Historic
District include the Grand Army of the Republic (formed for the Union soldiers and
sailors of the Civil War in 1883 in Platteville) and the Knights of the Pythias. Both
organizations had lodge rooms in the hall on the second floor of the Oettiker
building constructed in 1895 at 175 West Main Street (non-contributing) (Sanborn
Maps, 1900-1929; Tax Records, 1839-1930; Holford, 1920:509). Most of Platteville's
fraternal groups appeared in the second half of the nineteenth century. They formed
for specific purposes to accomplish civic goals, acquire companionship and to further
business interests. They accomplished what single individuals and the government of
that period could not.

In the late 19th and early 20th centuries, the Main Street Commercial Historic
District was the center or focal point for social groups in the community such as the
Free Masons, and Independent Order of Odd Fellows. These groups played a significant
role in the social history of the community through their advocacy of community
betterment projects and provisions for the care of their members. Their contribution
to local history is embodied in the two extant meeting places in the district.

Archaeological Potential

No systematic archaeological work has been done to date in the present
commercial district of Platteville. Because the Main Street Commercial Historic
District has been developed since the 1840s, it is possible that significant
archaeological resources remain.

Preservation Activity

An awareness of the value of the city's historical significance and
architectural character by the community has always existed in Platteville as
evidenced by the establishment of the Cunningham Museum, the Mining Museum, the Rollo
Jamison Museum and the preservation of the Rountree Mansion, the Mining School
building and the Rountree-Mitchel cottage. As part of the movement by the community
toward active historic preservation, an intensive architectural and history survey
was supported by the city of Platteville in 1983. More recently the city
commissioned the preparation of this National Register Nomination and has been
working toward the formation of a downtown development district.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Criteria Exception

The Congregational Church at 80 Market Street is nominated because it derives its primary significance from architectural distinction. Therefore it is an exception to Criteria A for inclusion in the National Register of Historic Places.

National Register of Historic Places
Continuation Sheet

Section number ____8____ Page ___40___   <u>Main Street Commercial Historic District</u>
                                          Platteville   Grant County   Wisconsin

8. Statement of Signficance continued

Architect/Builder continued

<u>Klein hammer, Henry</u>
<u>Miller, Fullenwieder, and Dowling</u>
<u>Livermore, Barnes, Samuelson, A.H.</u>

9. Major Bibliographical References

See Continuation Sheet

x__ See continuation sheet

Previous documentation on file (NPS):
N/A preliminary determination of
      individual listing (36 CFR 67)
      been requested
x__ previously listed in the National
      Register
x__ previously determined eligible by
      the National Register
N/A designated a National Historic
      Landmark
N/A recorded by Historic American
      Buildings Survey #_____
N/A recorded by Historic American
      Engineering Record #_____

Primary location of additional data:
_x_ State Historic preservation office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Specify repository:
_____

10. Geographical Data

Acreage of property ___12 acres___

UTM References

	Zone	Easting	Northing		Zone	Easting	Northing
A	1/5	7/0/6/3/4/0	4/7/3/4/3/8/0	B	1/5	7/0/6/3/2/0	4/7/3/4/0/9/0
C	1/5	7/0/6/6/0/0	4/7/3/4/1/2/0	D	/	/ / / / /	/ / / / /

____ See continuation sheet

Verbal Boundary Description

See insert

_x_ See continuation sheet

Boundary Justification

See insert

_x_ See continuation sheet

11. Form Prepared By

name/title __Joan Rausch, Architectural historian__
organization __Architectural Researches, Inc.__ date __October 21, 1987__
street & number __2540 Sherwood Dr__ telephone __(608) 788 5932__
city or town __La Crosse__ state __Wisconsin__ zip code __54601__

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___9___ Page ___1___ <u>Main Street Commercial Historic District</u>
Platteville   Grant County   Wisconsin

MAJOR BIBLIOGRAPHIC REFERENCES

<u>Primary Sources</u>

Brosius, H. <u>Birdseye View of Platteville</u>, N.P., 1875.

<u>City Directory of Platteville</u>, Wis. Platteville, Wisconsin, N.P., 1936-1937.

<u>First Congregational Church Platteville, Wisconsin.</u> Platteville Centennial Observance
    Pamphlet, 8,9,10 September 1939.

First Congregational Church (Platteville, WI) National Register Nomination, Madison,
    WI: Historic Preservation Division, State Historical Society of Wisconsin, 1985.

<u>Grant County (WI) Democrat (News)</u>, 8 March 1860 - 6 May 1938.

<u>Grant County (WI) Witness (Platteville Witness)</u> 8 March 1860 -10 December 1930.

Gray, Warren and Pattengill, G. Delevan. <u>New Map of Grant County,</u> N.P., 1868.

Hoag, William. <u>Wisconsin State Gazetteer and Business Directory.</u> Milwaukee: William
    Hoag, 1879.

Hugill, Thomas. <u>Town Plat of Platteville,</u> Platteville, N.P. 1836. (Recorded Book B,
    p. 170, Register Office, Mineral Point, Wisconsin.)

<u>Independent American,</u> Platteville, Wisconsin, 6 August 1852 - 17 July 1857.

Murphy Co. <u>Wisconsin State Gazetteer and Business Directory.</u> Milwaukee: The
    Sentinel Company, 1876.

Photographs. City of Platteville, Archives, Platteville, WI, Area Research Center,
    Karrmann Library, University of Wisconsin-Platteville.

Platt, M.T. <u>Wisconsin Business Directory.</u> Milwaukee: M.T, Platt, 1873.

<u>Platteville Directory.</u> Platteville, Wisconsin, N.P., 1897.

<u>Platteville (WI) Journal,</u> 18 April 1899 - 16 February 1967.

Platteville City Directory, Platteville, Wisconsin, N.P., 1927.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___9___ Page ___2___   <u>Main Street Commercial Historic District</u>
<u>Platteville   Grant County   Wisconsin</u>

Platteville Lead and Zinc Company. <u>Corporation Paper</u>, Platteville, Wisconsin:
(28 February 1899.) Area Research Center, Karrmann Library, University
of Wisconsin-Platteville, Archives.

R.L. Polk and Co. <u>Wisconsin State Gazetteer and Business Directory.</u> Chicago: R.L.
Polk and Co. 1886 (pp. 752-754), 1891-2 (pp. 848-850, 1901-1902 (pp. 886-890),
1905-1906 (pp. 995-999), 1909-1910 (pp. 1044-1048), 1911-1912 (pp. 1029-1032),
1913-1914 (pp. 901-904), 1917-1918 (pp. 945-948), 1929 (pp. 1060-1062), 1924
(pp. 1117-1120), 1927-28 (pp. 841-842).

Sanborn - Perris Map Company, LTD. <u>Diagramtic and Detailed City Maps Published for</u>
<u>Use by Fire Insurance and Mortgage Companies.</u> New York and Chicago: Sanborn -
Perris Map Company LTD., 1885, 1892, 1900, 1908 1915, 1929.

<u>Tax Records for the City of Platteville, Wisconsin,</u> 1839 - 1935. Platteville, WI:
Area Research Center, Karrmann Library, University of Wisconsin-Platteville,

United States Department of the Interior, Census Office. Mss. "Industrial Schedule,
Products of Industry, 1850, 1860, 1870." Madison, WI: State Historical Society
Library.

<u>Wisconsin State Journal</u>, 2 June 1927 - 1 December 1953.

Wilgus, James A. <u>Clipping Files</u>. Platteville, WI: Area Research Center, Karrmann
Library, University of Wisconsin-Platteville.

Secondary Sources

Appenzeller, Linda. "<u>History of Platteville</u>" <u>Grant County History: 1900-1976.</u>
Resource Committee of Grant County, Platteville, 1976.

Appenzeller, Linda, Tuescher, Judy and Keizer, Ruth. A <u>Chronicle of Platteville,</u>
<u>Wisconsin 1826-1976.</u> Platteville, N.P., 1976.

Butterfield, C.W. <u>A History of Grant County Wisocnsin.</u> Chicago: Western Historical
Company, 1881.

Current, Richard N. <u>The History of Wisconsin Volume II The Civil War Era, 1848-8-</u>
<u>1873.</u> Madison: State Historical Society of Wisconsin, 1976.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___9___ Page ___3___ <u>Main Street Commercial Historic District</u>
<u>Platteville   Grant County   Wisconsin</u>

Evans, Jonathan H. "Some Reminiscences of Early Grant County," Wisconsin Historical
    Society <u>Proceedings,</u> Madison, WI: State Historical Society, 1901.

Evans, J.H. "A Bit of Local History," <u>Platteville (WI) Witness,</u> 16 February 1898

Fatzinger, Dale R. <u>Historical Geography of Lead and Zinc Mining in Southwest
    Wisconsin 1820-1920: A Century of Change.</u> Ph. D. Thesis, Michigan State
    University, 1971.

Freizer, Louis. "Cheaper Imports May Close Lead and Zinc Mines in Area," <u>Wisconsin
    State Journal,</u> 1 December 1953.

Gregory, John. <u>Southwestern Wisconsin: A History of Old Crawford County</u> (Vol. II).
    Chicago, S.J. Clarke Publishing Company, 1932

<u>Historical Tour of Platteville.</u> Platteville,Wisconsin: Platteville Kiwanis Club,
    1976.

Holford, Castello. <u>History of Grant County Wisconsin.</u> Lancaster: Teller Print, 1900;
    Reprinted, Marcelline, MO: Walsworth Publishing Co., 1976.

Hollman, Frederick G. <u>Auto-biography of Frederick G. Hollman.</u> Platteville: R.I.
    Dugdale, c.1920.

Mon Pleasure, Charles W. "Reminiscences of Early Days," <u>Platteville Witness,</u> 25
    January 1911.

Murphy, Hon. J.W."Old Landmark Gone," <u>Platteville Witness,</u> 7 September 1921

Murphy, Hon. J.W. "Platteville in the Early Days," <u>Platteville (WI) Witness,</u> 27
    December 1916.

Nesbit, Robert C. <u>Wisconsin: A History.</u> Madison: University Wisconsin Press, 1973.

Nesbit, Robert C. <u>The History of Wisconsin: Urbanization and Industrialization, 1873
    - 1893.</u> Madison, State Historical Society of Wisconsin, 1985.

<u>Platteville Journal.</u> "Recollections of Main Street," <u>Platteville Journal,</u> 9 March
    1938, 16 March 1938, 23 March 1938.

<u>Platteville, the Center of the Wisconsin Zinc Fields.</u> Platteville, 1906.
Platteville, WI: Area Research Center, Karrmann Library, University of Wisconsin.

Schafer, Joseph. "Early Days in Platteville." <u>Wisconsin Magazine of History</u> 6:40-42
    (Madison, 1922).

NPS Form 10-900-a
(8-86)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___9___   Page _4___   <u>**Main Street Commercial Historic District**</u>
                                       Platteville   Grant County   Wisconsin

Schafer, Joseph. <u>The Wisconsin Lead Region.</u> Madison: Wisconsin Historical Society,
    1932.

<u>Tracy's Avalon Theatre.</u> Souvenir Program, 11 December 1930. Platteville, WI: Area
    Research Center, Karrmann Library, University of Wisconsin.

Walker, Marion Mitchell. "I'd Like to See Just One More Boom Here Like That One, Just
    One More, John Webb," <u>Platteville Journal</u>, 22 February 1939.

Wilgus, James A. "History of Old Platteville 1827-1835," <u>Wisconsin Magazine of
    History</u> 28 (September 1944).

Wisconsin Rural Letter Carriers Association. Letter to Conventioneers, Platteville,
    Wisconsin, 21,22,23 July 1932. Platteville, WI: Area Research Center, Karrman
    Library, University of Wisconsin.

Wyatt, Barbara. <u>Cultural Resource Management in Wisconsin</u> (Vol I, II, III). Madison:
    Historic Preservation Division, State Historical Scoiety of Wisconsin, 1986.

<u>Oral Interviews</u>

Barden, Richard. 55 South Oak Street, Platteville. 3 May 1983.

Kleinhammer, Martha. 430 East Main Street, Platteville. 26 May 1983.

Hoadley, Gordon. 340 Elmer Street, Platteville. 3 November 1988.

NPS Form 10-900-a
(8-86)

OMB Approval No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number ___10___   Page ___1___   <u>Main Street Commercial Historic District</u>
                                          <u>Platteville   Grant County   Wisconsin</u>

10.Geographical Data (continued)

<u>Verbal Boundary Description</u>

The proposed Main Street Commercial Historic District in the city of Platteville begins at the southeast corner of 120 East Main Street across East Main Street, then east to the east corner of 139 E. Main, then south along the east lot line of 135 East Main, continuing west along the rear lot lines of 135, 115-125 and 105 East Main, then west across South Second Street along the rear lot lines of 93-95 East Main, and 83-85 East Main, then continuing west across South Third Street along the rear lot lines of 55 and 35 East Main, then south along the east lot line of 15 East Main, continuing across the alley along the rear lot line of 65 South Fourth Street, then west along the South lot line of said building, then north on South Fourth along the front lot line of 65 South Fourth Street, then west across south Fourth Street along the alley and rear lot line of 15 West Main, continuing north along the west lot line of 15 West Main to the rear lot line of 25 West Main, then west along the rear lot lines of 35, 45, 55 and 65 West Main, then west across South Bonson to the rear lot lines of 75, 85 and 95 West Main, continuing across South Court Street to the west side of the street, then south along the front lot line of 50 and 70 South Court Street, then east across South Bonson Street to the northeast corner of the Post Office lot at 85 South Court, then east along its north lot line, then south along its east lot line, then west on Pine Street along its south lot line, then north on South Court Street along the front lot line of 85 South Court, then west across South Bonson Street to the southwest corner of the lot located at 70 South Court Street, continuing west along the south lot line of 70 South Court to its rear lot line, then north along the rear lot lines of 70 and 50 South Court Street, then west along the rear lot lines of 145 and 155 West Main, continuing west along the rear lot line of 175 West Main, then north on South Chestnut Street along the west lot line of 175 West Main Street, then east along the front lot line of said building, continuing west along the front lot line of 155 and 145 West Main Street then north across West Main Street to the southwest corner of the lot at 120 West Main, then north along the west lot line of 120 West Main, continuing across Irving Place Street to the south boundary of the city park, then continuing in a westerly direction to the southwest corner of the city park, then north, crossing North Park Place to the southeast corner of the lot at 100 Park Place, continuing west to North Chestnut Street, then north on Chestnut along the rear lot line of said property across Market Street to the northwest corner of the lot of the property at 190 Market, then east on West Furnace along the rear lot lines of 190, 150, 130, 110 and 80 Market Street, then south on South Bonson along the east lot line of 80 Market Street, continuing across Market Street to the northeast corner of the park,

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

continuing south along the edge of the park to West Mineral Street, then east on West
Mineral along the north lot line of 75 North Bonson, continuing east on West Mineral
to the southwest corner of the lot at 20 East Mineral, then north along the west lot
line of said building to the rear, then east along rear and west lot lines of 20, 30
and 40 East Mineral, continuing east across North Third Street, continuing east along
the rear lot lines of 50, 60, 80 and 90 East Mineral, continuing diagonally across
the intersection of Mineral and North Second to the northwest corner of 95 North
Second Street, then east on Mineral along the north lot line of said building to rear
of lot, then south along the rear lot lines of 95, 75, 45 and 35 North Second Street,
continuing south along the east lot line of 120 East Main to the north side of Main
Street, and point of beginning.

Boundary Justification

The Main Street Commercial Historic District boundaries encompass the best
preserved as well as the greatest number of significant buildings in the commercial
district. In addition, the boundaries include the area that has been the commercial
center of Platteville since North Second Street was occupied in the 1840s followed by
Main Street in the 1850s. The district is clearly bound by residential properties on
the west and north side along the square as well as on part of the south boundary.
New construction also aids in the determination of the boundary on the east and on
the west and parts of the north and south boundaries. Vacant lots and parking lots
are interspersed along the edges of the entire district. A few commercial buildings
altered by the addition of siding and other unsympathetic remodeling abut the
district on South Bonson Street.

The boundary on South Court Street was drawn to exclude the newly constructed
frame building located between the Post Office on South Court and the Elwell Drug
Store at 15 West Main. The boundary also was drawn to include the public square that
has served as a green space for the commercial district since the city was platted in
1835. The houses, church, and library were included in the district to preserve the
visual configuration of a historic public square enclosed by historic architecture.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

MAIN STREET COMMERCIAL HISTORIC DISTRICT
Platteville, Grant County, Wisconsin
Photographs by Joan Rausch
1988 September
Negatives at the State Historical Society

The above information applies to all the following photographs:

Photo #1 of 39
100 Block of East Main Street (south side), left to right, View from northwest
 135 East Main Street, Reige Block
 115-125 East Main Street, Empire Block
 105 East Main Street, Wright Drug Store

Photo #2 of 39
60-99 Block of East Main Street (south side), left to right, View from northeast
 93-95 East Main Street, Avalon Theater
 73-85 East Main Street, Bayley Block

Photo #3 of 39
0-60 Block of East Main Street (south side), left to right, View from northeast
 55 East Main Street, Masonic Building
 35 East Main Street, Platteville State Bank
 5-15 East Main Street, Platteville Lumber and Fuel Company Building

Photo #4 of 39
0-65 Block of West Main Street (south side), left to right, View from northeast
 15 West Main Street, Henry Lane Building
 25 West Main Street, Hoadley and Wills Grocery Store
 35 West Main Street, Calvin Goodfellow Building
 45 West Main Street, Will Brodbeck Meat Market
 55 West Main Street, Charles McKernan Building
 65 West Main Street, J.M. McKernan Building

Photo #5 of 39
75-95 Block of West Main Street (south side), left to right, View from northwest
 75 West Main Street, Sears Roebuck Store
 85 West Main Street, I.O.O.F. Lodge No. C
 95 West Main Street, Elwell Drug Store

National Register of Historic Places
Continuation Sheet

Section number __Photos__ Page ___2___ __Main Street Commercial__ Historic District
                                          Platteville   Grant County   Wisconsin

Photo #6 of 39
100 Block of West Main Street (south side), left to right, View from northeast
  115 West Main Street, Morgan Evans General Store
  135 West Main Street, Fisher Building
  145 West Main Street, Frank Burg Building
  155 West Main Street, Grant County News Building
  175 West Main Street, Dr. James Oettiker Building

Photo #7 of 39
100 Block of East Main Street (north side), left to right, View from southwest
  100 East Main Street, John Lewis Building
  110 East Main Street, Carson Heiwers Building
  120 East Main Street, E.J. Mazenaus Shoe Store

Photo #8 of 39
60-96 Block of East Main Street (north side), left to right, View from southeast
  60 East Main Street, Robertson Jewelry Store and Photo Gallery
  76 East Main Street, John Wilson Grocery and Confectionary
  80 East Main Street, T.O. Drinkall Drug Store
  96 East Main Street, August Kettler Building

Photo #9 of 39
0-50 Block of East Main Street (north side), left to right, View from southeast
  10 East Main Street, W.W. Martin Building
  20 East Main Street, William Elgar General Store and Residence
  30 East Main Street, M.T. Hooper Drug Store
  40 East Main Street, William Meyers Building
  50 East Main Street, First National Bank

Photo #10 of 39
0-70 Block of West Main Street (north side), left to right, View from southeast
  70 West Main Street, Henning Bakery
  60 West Main Street, T.& T. Jenkins Building
  40-50 West Main Street, Wm. & John Grindell Furniture Store
  20 West Main Street, Dodge-Murphy Building
  10 West Main Street, Hendershot Harness Shop

Photo #11 of 39
80-100 Block of West Main Street (north side), left to right, View from southwest
  120 West Main Street, James Fawcett Hardware Store
  110 West Main Street, Shepherd Brothers Feed and Flour Store
  80 West Main Street, City Services Oil Company Station

National Register of Historic Places
Continuation Sheet

Section number Photos__ Page ___3___   Main Street Commercial Historic District
                                          Platteville   Grant County   Wisconsin

Photo #12 of 39
35-95 Block of North Second Street (east side), left to right, View from southwest
 95b North Second Street, Windsor Hotel
 95a North Second Street, William Calloway Building
 75 North Second Street, George Lehman Saloon and Bowling Alley
 55 North Second Street, A.W. Hooser Building
 45 North Second Street, Fritz Hoppe Building
 35 North Second Street, George Wedige Saloon

Photo #13 of 39
35-95 Block of North Second Street (east side), left to right, View from northwest
 95b North Second Street, Windsor Hotel
 95a North Second Street, William Calloway Building
 75 North Second Street, George Lehman Saloon and Bowling Alley
 55 North Second Street, A.W. Hooser Building
 45 North Second Street, Fritz Hoppe Building
 35 North Second Street, George Wedige Saloon

Photo #14 of 39
30-90 Block of North Second Street (west side), View from northeast
 30 North Second Street, Siemers and Thiele Saloon

Photo #15 of 39
30-90 Block of North Second Street (west side), left to right, View from southeast
 60 North Second Street, Patrick Cummins Building
 70 North Second Street, Harrison Bell Store
 74 North Second Street, Casper Eberhardt Saloon
 80 North Second Street, W. Gilligan Building
 90 North Second Street, John Helmer Saloon

Photo #16 of 39
30-90 Block of North Second Street (west side), left to right, View from northeast
 60 North Second Street, Patrick Cummins Building
 70 North Second Street, Harrison Bell Store
 74 North Second Street, Casper Eberhardt Saloon
 80 North Second Street, W. Gilligan Building
 90 North Second Street, John Helmer Saloon

Photo #17 of 39
0-100 Block of North Third Street (east side), View from southwest
 45 North Third Street, Charles Roseliep Building

National Register of Historic Places
Continuation Sheet

Section number ___Photos___ Page ___4___   **Main Street Commercial Historic District**
                                             Platteville   Grant County   Wisconsin

Photo #18 of 39
0-100 Block of North Fourth Street (east side), View from southwest
 65 North Fourth Street, E. Nickolas Studio

Photo #19 of 39
0-100 Block of North Fourth Street (west side), View from northeast
 c. 20 North Fourth Street (10 West Main St.), John Grindell Building

Photo #20 of 39
0-100 Block of South Fourth Street (east side), View from southwest
 65 South Fourth Street, Herr Vetinenary Office

Photo #21 of 39
0-100 Block of North Bonson Street (east side), View from northwest
 75 North Bonson Street, Platteville Municipal Building

Photo #22 of 39
0-100 Block of South Court Street (east side), View from the southwest
 85 South Court Street, United States Post Office

Photo #23 of 39
0-100 Block of South Court Street (west side), left to right, View from southeast
 70 South Court Street, Vinegar Hill Zinc Compnay Office Building
 50 South Court Street, Dr. Thomas Savage Building
 30 South Court Street, George Sanders Building

Photo #24 of 39
0-100 Block of Market Street (north side), View from southeast
 80 Market Street, Congreational Church

Photo #25 of 39
0-100 Block of Market Street (north side), left to right, View from southwest
 150 Market Street, James Campbell Hospital and Hotel
 130 Market Street, Shepherd House
 110 Market Street, Dr. Wilson Cunningham House

Photo #26 of 39
100 Block of Market Street (north side), View from southwest
 190 Market Street, Platteville Carnegie Library

Photo #27 of 39
0-40 Block of East Mineral Street (north side), left to right, View from southeast
 30 East Mineral Street, Vanderbie-Briggs Building
 40 East Mineral Street, Garage Building

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number __Photos__ Page ___5___   <u>__Main Street Commercial Historic District__</u>
                                  <u>Platteville   Grant County   Wisconsin</u>

Photo #28 of 39
50-90 Block of East Mineral Street (north side), left to right, View from southwest
 50 East Mineral Street, H.P. Helmer Building
 60 East Mineral Street, W.E. Jentz Building
 80 East Mineral Street, William Furgison Building
 90 East Mineral Street, William Parnell Building

Photo #29 of 39
100 Block of Park Place, left to rght, View from north
 Bonson and Market, Public Square
 Buildings outside district --west boundary
 100 Park Place, Congregational Parsonage

Photo #30 of 39
Main Street (General View), View from east

INDIVIDUAL BUILDINGS

Photo #31 of 39
 50 East Main Street, First National Bank
 View from south

Photo #32 of 39
 100 East Main Street, John Lewis Building
 View from south

Photo #33 of 39
 10 West Main Street, Hendershot Harness Shop
 View from south

Photo #34 of 39
 35 North Second Street, George Wedige Saloon
 View from west

Photo #35 of 39
 35 North Second Street, George Wedige Saloon (Detail)
 View from West

Photo #36 of 39
 95b North Second Street, Windsor Hotel
 View from northwest

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

__Main Street Commercial Historic District__
                                                Platteville   Grant County   Wisconsin

Photo #37 of 39
  Bonson and Market, Public Square
  View from northwest

Photo #38 of 39
  90 East Mineral Street, William Parnell Building
  View from southeast

Photo #39 of 39
  85 South Court Street, United States Post Office (Interior detail)
  View from north

S CHESTNUT

N CHESTNUT

V. MINERAL

N. PARK

PL.

PUBLIC SQUARE

S COURT

N COURT

N COURT

W MAIN

IRVIN

PL.

W PINE

S BONSON

N BONSON

MARKET

W MINERAL

S. 4TH ST.

N. 4TH ST.

PINE

S. 3RD ST.

E MAIN

N. 3RD ST.

E MINERAL

S. 2ND ST

2ND

ST

S. OAK

N OAK

MAIN STREET
COMMERCIAL HISTORIC DISTRICT
PLATTEVILLE GRANT COUNTY WI
1988
legend: ☐ contributing
▨ non-contributing
not to scale