

United States Department of Interior
National Park Service

National Register of Historic Places
Registration Form

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

1. Name of Property

historic name Waterloo Downtown Historic District
other names/site number N/A

2. Location

street & number Various, see inventory N/A not for publication
city or town Waterloo N/A vicinity
state Wisconsin code WI county Jefferson code 055 zip code 53594

3. State/Federal Agency Certification

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

Signature of certifying official/Title SHPO
Date Sept. 29, 2000
Deputy 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 for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

See continuation sheet.

removed from the National Register.

other, (explain:)

Elson H. Beall

9/8/00

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property (check as many boxes as apply)

private

public-local

public-State

public-Federal

Category of Property (Check only one box)

building(s)

district

structure

site

object

Number of Resources within Property (Do not include previously listed resources in the count)

contributing noncontributing

29 1 buildings

1 sites

1 structures

30 1 objects

total

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

N/A

Number of contributing resources is previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE/specialty store

RECREATION AND CULTURE/theater

TRANSPORTATION/road-related

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/specialty store

RECREATION AND CULTURE/theater

TRANSPORTATION/road-related

7. Description

Architectural Classification

(Enter categories from instructions)

Italianate

Commercial Style

Moderne

Classical Revival

Materials

(Enter categories from instructions)

Foundation Stone

walls Brick

Stone

roof Asphalt

other Stone

Narrative Description

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

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Continuation Sheet

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Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

Description:

The Waterloo Downtown Historic District consists of portions of three irregular-shaped city blocks that together form the historic downtown commercial section of the city of Waterloo. All of the buildings in the district face either onto the 100 and 200 blocks of the north-south running North and South Monroe Street (portions of which are STH-89) or onto the 100 and 200 blocks of the east-west running Madison Street (portions of which are both STH-89 and STH-19). The district contains most of the surviving nineteenth and early twentieth century commercial buildings that constitute the historic commercial business district of Waterloo. The proposed district consists of 30 buildings, of which 16 face onto N. and S. Monroe Street and 14 onto E. and W. Madison Street. In addition, the district also contains a single structure, a concrete girder bridge that spans the Maunesha River on W. Madison St. and whose forthcoming replacement provided the impetus for the completion of this National Register nomination.

The city of Waterloo is located in the midst of a gently rolling landscape that is given over largely to the pursuit of agriculture and it historically has acted as the distribution center for the surrounding area. It is now the home of several large printing and manufacturing concerns as well.¹ Waterloo owes its existence to the Maunesha River and to the grist mill and flouring mill that were established along this river near the site of the city in the early 1840s. This river rises about nine miles to the northeast of Waterloo and its flow travels in a generally easterly direction until it merges with the Crawfish River (a major tributary of the Rock River) about six miles east of Waterloo. During its eastward journey the Maunesha forms two large ox-bow bends that are located near the center of what is now the downtown of Waterloo. The smaller and the easternmost of these bends was eventually bisected from north to south by Monroe Street and from east to west by Madison Street. These streets have historically been the principal routes into and out of the city (Monroe Street becoming STH 89 and Madison Street STH 19 outside the corporate limits of Waterloo) and the gradual upbuilding of commercial activity around their point of intersection resulted in their becoming the principal commercial thoroughfares of Waterloo. Both streets in the vicinity of this intersection were eventually lined mostly with brick-faced late nineteenth and early twentieth century one and two-story commercial buildings and it is this largely intact group of buildings that constitutes the Waterloo Downtown Historic District.

Of the 30 buildings in the district, one is considered to be non-contributing due to its late date of construction. Five of the 29 contributing buildings were built between 1874 and 1894; two are known to have been built in 1874; three more are known to have been built in the 1880s; four are known to have been built between 1890 and 1900; three were built between 1900 and 1909; five were built between 1910 and 1920; five were built between 1920 and 1930; and two were built between 1930 and 1940. The contributing buildings range from one to two stories in height, almost all of them are either rectilinear or square in plan, and all are of masonry construction, 24-and one-half having facades that are clad in brick, two-and-one-half having facades that are clad in stone, one having a facade clad in concrete block, and one having a facade that is clad in building tile.² The single contributing structure, the concrete girder bridge, was built in 1921.

So far as is known, three examples of the Italianate style (104, 108-112, and 126-130 E. Madison St.) are the earliest of the district's contributing buildings. Other late nineteenth century buildings in the district include: one Queen Anne style building (100 E. Madison St.), and 13 Commercial Vernacular form buildings (116, 120, and 134 E. Madison St., 112 and 203 W. Madison St., 103-107, 111, 115, 119-123, 129, 137, 145-147, and 153 N. Monroe St.). There are also five examples of the Twentieth Century Commercial Style (131-135, 139-141, and 151 W. Madison St., 115 and 122

¹ The 1990 population of Waterloo was 2712.

² The west half of the double block at 139-141 W. Madison St. is faced in limestone, the east half is faced in brick.

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S. Monroe St.). In addition, the district includes two fine Neo-Classical Revival style buildings (125 W. Madison St. and 131 S. Monroe St.), a single Colonial Revival style-influenced automobile service station (104 W. Madison St.), and a single excellent Art Moderne style theater (121 S. Monroe St.). There are three Astylistic Utilitarian form buildings in the district as well (203, 206, and 213 S. Monroe St.). As is typical of the older commercial buildings in other Wisconsin cities, most of the original first story storefronts belonging to the district's buildings have been lost to subsequent modernization. The upper floors of these facades are all still largely intact and most also retain their decorative wood or metal cornices.

Size, design, and especially integrity set the buildings in the Waterloo Downtown Historic District apart from the few other historic commercial buildings in the downtown area. All of the other nineteenth and early twentieth century buildings that once flanked the district have now been either greatly altered or demolished. Other historic commercial buildings located outside the district are now either too altered for inclusion or they are too isolated and too ordinary in design to be included. Consequently, the Waterloo Downtown Historic District now constitutes the only remaining intact contiguous group of historic commercial buildings left in the center of Waterloo's downtown.

The following list describes each of the resources in the district, tells what is known of their history, and notes whether or not they are contributing (C) or non-contributing (NC) to the proposed district. Names given in the heading are historic names, when known. The number that precedes each resource is keyed to the district map.

<u>Map Number</u>	<u>Historic Name</u>	<u>Address</u>	<u>Photo Code</u>	<u>Status</u>
1	Commercial Building	151 N. Monroe St.	JE 91/25	C

Sanborn maps show that this fine two-story 22-foot-wide x 96-foot-deep rectilinear plan Commercial Vernacular form building was constructed prior to 1894, when its first story was used as a saloon while its second story served as a dwelling.³ The building consists of the original 22 x 70-foot cream brick block, to the rear of which a two-story frame addition measuring 22-foot-wide x 26-foot-deep was added between 1904 and 1912. The building rests on rubble stone foundation walls that enclose a full basement story. The symmetrically designed main facade faces east onto N. Monroe St., it is clad in painted brick, and although the original first story storefront has now been replaced with a modern one, the second story is still largely intact and the facade is still surmounted by its elaborate original tin cornice.

Later Sanborn maps show that the first story of this building housed a saloon until at least 1912. Subsequently, maps show that it contained stores of unknown type.⁴

2	F. Grunke Double Block	145-147 N. Monroe St.	JE 91/26	C
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A small date stone centered on the uppermost portion of the main east-facing facade of this two-story brick double block bears the date "1883" which was confirmed by subsequent research.⁵ This Italianate style-influenced Commercial Vernacular form building measures 26-foot-wide x 60-foot-deep and it is essentially rectilinear in plan. Rubble stone walls enclose a basement story and cream brick exterior walls rest on this foundation. The symmetrically designed main facade faces onto N. Monroe St. and while all of its original windows have now been replaced with modern ones, all the original openings are still intact, the most notable being the five arcaded windows that span the

³ Fire Insurance Maps of Waterloo, Wisconsin. New York: Sanborn-Perris Map Co., 1894, p. 1.

⁴ Ibid. 1899, 1904, 1912, 1924, 1936.

⁵ *Waterloo Journal*. October 4, 1883, p. 4; November 1, 1883, p. 4; November 15, 1883, p. 4; January 3, 1884, p. 4.

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width of the second story. This story was originally reached by a door located in the center of the first story's five openings. An intact paneled metal cornice terminates the facade.

Contemporary newspaper accounts state that F. Grunke's block, complete with plate glass storefronts purchased in Milwaukee, cost over \$2500.00 and that its original first story occupants were a millinery shop and a barbershop, while the basement story contained a saloon.

3 Arthur Setz Commercial Building 139-143 N. Monroe St. JE 91/27 NC

This one-story, Modern Movement style, double store building is rectilinear in plan and it measures 30-foot-wide x 60-foot-deep and its walls are of frame construction. The main facade faces east onto N. Monroe St. and it contains two mirror image storefronts that each consist of a plate glass display window and entrance door. The bulkheads below the windows and the thin pilaster strips that enframe the storefronts are clad in tan brick. The facade is sheltered by a flat-roofed metal-edged canopy and it is surmounted by a tall corrugated metal-clad parapet wall. Both side elevations are completely hidden by adjoining buildings.

Tax rolls show that the building visible today was built in 1955 for Arthur Setz.⁶ Sanborn maps show that until at least 1936 there were two small frame commercial buildings located on this site, one (south) being one-story-tall and the other (north) two stories. It is not known if portions of either or both of these buildings were incorporated into the present building, but the building that is visible today is of modern design and its recent date of construction makes it the only non-contributing resource in the district.

4 Commercial Building 137 N. Monroe St. JE 91/28 C

Sanborn maps show that this two-story-tall, 21-foot-wide x 84-foot-deep rectilinear plan, Italianate style-influenced Commercial Vernacular form building was constructed prior to 1894, when its first story housed a dry goods store. The building consists of the original 21 x 64-foot, cream brick-clad block, to the rear of which a two-story addition measuring 21-foot-wide x 20-foot-deep was later added. The building rests on rubble stone foundation walls that enclose a full basement story. The main facade faces east onto N. Monroe St. and an historic photo of the building shows that it was originally symmetrical in design and that its first story originally consisted of a storefront that featured two tall, semi-circular-arched, display window openings flanking a centered inset entrance door that was surmounted by a semi-circular-arched transom.⁷ Although the original first story is now clad in small ceramic tiles and its storefront has now been replaced with a modern one, the second story, with its three arcaded window openings, is still largely intact and the facade is still surmounted by its elaborate original corbelled brick cornice.

Later Sanborn maps show that the first story of this building housed a dry goods store from 1894 until 1899, a saloon from at least 1904 until at least 1912, and an unspecified store after 1912.

⁶ City of Waterloo Tax Rolls. The extant historic tax rolls for the City are kept at the Jefferson County Courthouse, which is located in Jefferson, WI, and they extend back only as far as 1914.

⁷ *Waterloo Courier*. July 31, 1997.

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5	C. Failing Building	129 N. Monroe St.	JE 91/29	C
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The very elaborate, Commercial Vernacular form C. Failing Building is one of the finest and most intact buildings in the district. The Failing Building was constructed in 1897 and it is two-stories tall, measures 30-foot-wide x 140-foot-deep, and is rectilinear in plan.⁸ The building consists of a 30 x 110-foot, red brick-clad main block, to the rear of which a one-story addition measuring 30-foot-wide x 30-foot-deep was added in 1898. The building rests on stone foundation walls that enclose a full basement story and its unusually tall second story reflects the fact that it originally contained the meeting hall of the Waterloo Masonic Temple.⁹ This also accounts for the elaborate second story fenestration of the building's east-facing asymmetrically designed, red brick-clad, Monroe Street facade. This fenestration consists primarily of an arcade of four equal-width window openings with arched transoms that light the meeting hall. To the left (south) of these four windows is a single equally tall but less wide window opening with an arched transom above; this window lights a staircase that comes up the left side of the building from a first story entrance that is placed adjacent to the still highly intact first story storefront. A tall, elaborate, corbelled brick cornice terminates the facade.

Excellent historic photos of this building confirm its high degree of integrity.¹⁰ C. Failing conducted a general merchandise store in the first story of this building until his death in 1917, when his sons (and partners) took it over. Later, several hardware stores also occupied it. The Masons used the second story of the building as their lodge until 1926, when they constructed a new Temple of their own on W. Madison Street, designed by Waterloo architect Charles Archie.

6	Haese and Wedemeyer's Double Block	119-123 N. Monroe St.	JE 91/30	C
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A small date stone centered on the uppermost portion of the main east-facing facade of this two-story double block bears the date "1883," which was confirmed by subsequent research.¹¹ This fine Commercial Vernacular form building measures 44-foot-wide x 80-foot-deep and it is rectilinear in plan. Rubble stone walls enclose a basement story and cream brick exterior walls rest on this foundation. The symmetrically designed main facade faces east onto N. Monroe St. and although its two original storefronts have now been replaced with later ones, the replacement storefronts are enframed with red and white Carrara glass panels and have a significance of their own. In the second story above, which is reached by a door located in the center of the first story, all the seven original window openings that span the width of the second story are still intact, although the windows themselves have now been replaced with modern ones. An intact corbelled brick cornice terminates the facade.

Carl Haese and H. A. Wedemeyer each built half of this building, each half costing \$3,500.00 and each being owned separately, just as they are today. Haese operated a grocery store out of the first story of his half (the south half) and leased the basement to a harness shop. Wedemeyer rented the first story of his half to J. J. Montgomery, who

⁸ *Waterloo Democrat*. April 2, 1897, p. 3; September 3, 1897, p. 3; October 22, 1897, p. 3; March 4, 1898, p. 4; April 29, 1898, p. 5. There is also a date stone centered above the second story that bears the date "1897."

⁹ The polished granite cornerstone of the building located in the lower left-hand (south) corner of the main facade bears Masonic symbols and the lodge number (63).

¹⁰ *Waterloo Courier*. July 31, 1997.

¹¹ *Waterloo Journal*. November 1, 1883, p. 4; November 8, 1883, p. 4; November 15, 1883, p. 4; January 3, 1884, p. 4.

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conducted a dry goods store in the space. Haese was still operating his store in 1897, when excellent historic photos of the building were published.¹² Wedemeyer's half, however, was then occupied by the Waterloo Bank.

7 Leonardson's Block 115 N. Monroe St. JE 91/31 C

Sanborn maps show that this two-story-tall, 24.5-foot-wide x 80-foot-deep, rectilinear plan, Commercial Vernacular form building was constructed between 1904 and 1912. In the latter year, its first story housed a furniture store. The building rests on foundation walls that enclose a full basement story and the walls that rest on these foundations are clad in brick, the front and rear elevations being clad in cream brick. The cream brick-clad main facade faces east onto N. Monroe St. and, although the original first story storefront has now been modernized, the later storefront still retains the overall design of the original, including its inset corner entrance. The second story of the facade is three-bays-wide and it is symmetrical in design, is almost totally intact, and it is still surmounted by its elaborate original corbelled brick cornice.

A stone name plaque that is placed just above the center of the second story windows bears the name "Leonardson," which was the name of the family for whom the building was constructed. A. H. and E. C. Leonardson were brothers who began selling furniture in Waterloo in 1896.¹³ Later Sanborn maps show that the first story of this building housed an unspecified store by 1924.

8 William Wendt Block 111 N. Monroe St. JE 92/24 C

This two-story-tall, 18-foot-wide x 80-foot-deep, rectilinear plan, Commercial Vernacular form building was constructed in 1909 and completed early in 1910 for William Wendt, who conducted a grocery store and confectionery in the first story after completion.¹⁴ The building rests on foundation walls that enclose a full basement story and the walls that rest on these foundations are clad in brick, the front and rear elevations being clad in red brick. The red brick-clad main facade faces east onto N. Monroe St. The original first story storefront has now been replaced with a modern one, but the second story of the facade, which is three-bays-wide and is symmetrical in design, is still almost totally intact, and it is still surmounted by its elaborate original corbelled brick cornice. A stone name plaque that is placed just above the center of the second story windows bears the name "Wendt," which was the name of the man for whom the building was constructed. Wendt died in 1921 and later Sanborn maps show that the first story of this building housed an unspecified store by 1924.

9 N. Brandner Block 103-107 N. Monroe St. JE 91/33 C

This elaborate Commercial Vernacular form, multi-store building is one of the showpieces of the district and was built for N. Brandner & Bros. by the Waterloo contracting firm of Brown and Dudley in 1885.¹⁵ The N. Brandner Block is rectilinear in plan, two-stories in height, measures 39-foot-wide x 87-foot-deep, and it has cut stone foundation walls that support exterior walls that are clad in cream brick and which terminate in a tall, very elaborate, bracketed wood and metal cornice. The building occupies a highly prominent site on the NW corner formed by the intersection of Monroe and Madison streets. This location gives the building two major exposed elevations, but the main facade faces east onto N. Monroe St. and it is asymmetrical in design. Historic photos show that the first story of this facade originally

¹² Bolger, P. H. *Waterloo Democrat Annual*. Waterloo: 1897, pp. 41-42.

¹³ *Waterloo Democrat Annual*. Op. Cit., p. 25.

¹⁴ *Waterloo Democrat*. October 1, 1909, p. 1; January 7, 1910, p. 5.

¹⁵ *Waterloo Journal*. August 27, 1885, p. 1; December 24, 1885, p. 1.

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contained two storefronts that were separated from each other by the entrance to the upper story. Each of these storefronts had its own entrance and they were both surmounted by an elaborate paneled cornice that spanned the width of the facade.¹⁶ After World War II, however, both of the storefronts were replaced with modern equivalents that, while retaining the overall plan of the originals, used only modern materials. In addition, the first story cornice was removed.

The second story of the main facade is still largely intact, however. All six of its flat-arched window openings are still extant, although the windows that once filled these openings were later replaced with smaller modern windows and the remaining portions of the openings were filled with wooden boards. Never-the-less, the overall facade is still impressive, thanks largely to the intact survival of the very elaborate bracketed wood and metal cornice that surmounts the facade. This cornice was fabricated in Chicago and brought to Waterloo by train.

The dry goods store of N. Brandner & Bros. was the first occupant of northernmost of the building's two main first story stores, the other being originally occupied by the banking business of E. D. Knowlton. A third store that is located in the rear of the first story, that fronts on W. Madison St., was early occupied by a printing shop, while offices and a hall that was used by the Odd Fellows lodge occupied the second story.

10 Waterloo State Bank Building 125 W. Madison St. JE 91/35 C

This fine, simple, Neo-Classical Revival style building was built by local contractor Otto Ziebell in 1913 to house the Waterloo State Bank.¹⁷ The building is two-stories in height, rectilinear in plan, measures 30-foot-wide x 60-foot-deep, and it has poured concrete foundation walls that enclose a full basement story. The rear and east-facing side elevations that rest on this foundation are clad in tan brick, but the south-facing W. Madison St. facade of the building is faced in dressed limestone. The nearly symmetrical main facade is in a largely intact state: colossal order pilasters at either end enframe the stone-clad facade, a pair of shorter columns flank the main entrance door, which has a large display window placed on its right (east) and a smaller one on its left. Three pairs of flat-arched windows are placed in the second story above, and, the whole facade is surmounted by a tall entablature that is topped by a solid parapet.

11 Jeremiah D. Knowlton Building 131-135 W. Madison St. JE 91/37 C

This fine Neo-Classical Revival style-inspired Twentieth Century Commercial style double store building was built for J. D. Knowlton in 1913.¹⁸ The building is two-stories in height, rectilinear in plan, measures 30-foot-wide x 60-foot-deep, and it has poured concrete foundation walls that enclose a full basement story. The walls that rest on this foundation are brick, the rear elevation being clad in tan brick, the south-facing W. Madison St. facade of the building being faced in red brick accented with dressed limestone banding. The symmetrical main facade is still in a largely intact state. The first story features a centered, deeply inset splayed entrance that services the stores on either side and the upper story. Flanking the entrance are the identical display windows of the two stores and placed above in the second story are three pairs of flat-arched windows. The facade is then surmounted with an entablature and topped with a brick parapet wall. Narrow limestone pilaster strips enframe the facade and divide it both horizontally and vertically into sections.

Even as the building was being finished, Knowlton sold the east half of the building to John Spies and the west half to George Stube, the first story of each half containing a store and the second story a seven room flat.

¹⁶ *Waterloo Democrat Annual*. Op. Cit., pp. 22-23.

¹⁷ *Waterloo Democrat*. September 6, 1912, p. 1; November 8, 1912, p. 5; February 14, 1913, p. 1.

¹⁸ *Ibid.* May 2, 1913, p. 5; October 17, 1913, p. 4.

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12 Archie and Stevenson Double Building 139-143 W. Madison St. JE 92/02 C

The Archie and Stevenson double store building was constructed for Alex Archie and Frank C. Stevenson in 1911.¹⁹ The two-story building is 40-feet-wide x 60-feet-deep, is rectilinear in plan. Its concrete foundation walls enclose a full basement story, and brick side and rear walls rest on these foundations. Unlike most buildings of this type, however, the main south-facing W. Madison St. facades of the two halves are very different in design, despite being the same width and height, and it is only the fact that a common denticulated cornice spans both facades that furnishes a clue as to the joint history of the buildings. Archie's half was built purposely to house Waterloo's post office (Archie was the postmaster) and its sober limestone-clad facade and its minimal classical detailing are in keeping with this public role. Stevenson's half, by way of contrast, is more typical of the type, being a standard late Commercial Vernacular form design that is clad in tan brick. The first story storefront of Stevenson's half (since replaced with a modern one) has three symmetrically disposed window openings placed above it in the second story, and the facade of this half is enframed with brick pilaster strips, smaller half-length ones of which are also used to separate the second story window openings.

Alex Archie and Frank C. Stevenson each built half of this building, the halves being owned separately, just as they are today. As noted above, Archie's half contained Waterloo's post office until at least 1940. Stevenson's half originally contained a restaurant and it was afterwards occupied by an unspecified store.

13 Waterloo Garage Building 151 W. Madison St. JE 92/03-05 C

The Waterloo Garage Building was built by Jeremiah D. Knowlton in 1910 to house Waterloo's first large scale automobile garage.²⁰ This two-story, rectilinear plan, free-standing building originally measured 40-feet-wide x 80-feet deep. This portion is still intact and it has concrete foundation walls that enclose a full basement story, exterior walls that are built out of concrete block, and a west-facing side elevation that directly abuts the Maunasha River. Between 1912 and 1924, Sanborn maps show that a 40-foot-wide x 50-foot-deep, one-story, masonry construction addition was added to the rear of the original building to house a repair shop, while a one-story frame addition measuring 7.5-feet-wide x 56-feet-deep was added along the right side of the building between 1924 and 1936. The nearly symmetrical main facade of the original portion of the building faces south onto W. Madison St. and this facade is still largely intact today and is clad entirely in concrete block. The first story of the facade features two largely original first story storefronts that flank a centered garage door opening that now contains a modern, overhead type, metal door. In the story above, seven flat-arched window openings are evenly distributed across the width of the facade, a small stone date plaque that reads "1910" is centered on the wall surface above, and the facade is terminated by a very tall, concrete block parapet wall.

As originally built, this building contained Knowlton's automobile garage and his Overland Automobile distributorship in its basement and first story while the second story was given over to offices, the first occupant of which was the Badger Medicine Co.

¹⁹ Ibid. November 17, 1911, p. 1; May 3, 1912, p.5.

²⁰ *Waterloo Democrat*. September 16, 1910, p. 1; April 28, 1911, p. 1.

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14 Concrete Girder Bridge Maunsha River at W. Madison St. JE 92/08-19 C

This fifty-foot-long, two-lane-wide, single span reinforced concrete girder bridge was constructed by the State of Wisconsin's Department of Transportation in 1921 as a replacement for an earlier metal bridge.²¹ The design of this bridge is a standard one that the Department used in many localities throughout the state and consists of massive reinforced concrete girders that are carried on reinforced concrete abutments. These girders support the reinforced concrete deck of the bridge and the safety of the users of the bridge is guarded by the concrete balustrades on both sides. The design of these two balustrades is classically inspired and consists of large pedestals at either end, top and bottom rails, and individual balusters that have bellies and sleeves. Both balustrades of this heavily used bridge, which is now structurally deficient, exhibit considerable wear and spalling. Overall, however, the bridge is still in a largely intact state and it is considered to be a contributing resource in the district for that reason.

15 Commercial Building 203 W. Madison St. JE 92/06-07 C

Sanborn maps and the 1875 Bird's Eye View show that this two-story, 24.5-foot-wide x 60-foot-deep, rectilinear plan, Commercial Vernacular form building was constructed between 1875 and 1894, in which year its first story was vacant while its second story served as a meeting hall. The building rests on rubble stone foundation walls that enclose a full basement story, the exterior walls that rest on this foundation are constructed out of cream brick, and its east-facing side elevation directly abuts the Maunsha River. The asymmetrically designed main facade faces south onto W. Madison St. and it is clad in cream brick. Although the original first story storefront has now been replaced with a modern one, the four-bay-wide second story is still largely intact, but the original windows in its flat-arched window openings have now been replaced with modern metal-framed ones. Also intact is the corbelled brick cornice that still surmounts the facade.

Later Sanborn maps show that the first story of this building housed a saloon from at least 1899 to 1912, after which it was a dwelling and a store of unknown type.

16 John Fischbach Building 112 W. Madison St. JE 91/09 C

Sanborn maps show that this two-story, rectilinear plan, Commercial Vernacular form building was built between 1894 and 1899, in which year its first story housed an unspecified store. Subsequent Sanborn maps show that this building was occupied by a store and also contained a tin shop. It is believed that this was a hardware store and that this building was built in 1899 for John Fischbach, who is known to have erected a new brick store on Madison Street in that year and whose first occupant was a hardware store run by H. H. Porter.²² The building consists of the original 24-foot-wide x 60-foot-deep, cream brick block, to the rear of which a one-story brick addition measuring 26-feet-wide x 30-feet-deep was added between 1924 and 1936. The building rests on rubble stone foundation walls that enclose a full basement story. The asymmetrically designed main facade faces north onto W. Madison St., it is clad in cream brick, and although the original first story storefront has now been replaced with a modern one, the four-bay-wide second story is still largely intact and the facade is still surmounted by its original corbelled brick cornice. Interestingly, the

²¹ Date stones are incorporated into the insides of both the bridge's north and south balustrades and bear the date "1921." See also: *Waterloo Courier*. November 4, 1921, p. 5.

²² *Waterloo Democrat*. June 16, 1899, p. 5; September 22, 1899, p. 5; September 29, 1899, p. 5; October 27, 1899, p. 5; January 5, 1899, p. 5.

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Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

design of this facade is essentially a somewhat taller mirror image of the previously described building located at 203 West Madison St., which suggests that the same builder may have constructed both.

Later Sanborn maps show that the first story of this building housed a store that incorporated a tin shop until at least 1936, and that the later rear wing contained a new tin shop in 1936.

17 Stoke Brothers Automobile Filling Station 104 W. Madison St. JE 91/07 C

This unusual, L-plan, two-story, Colonial Revival style building was constructed in 1924 for the Stokes Brothers of Waterloo and Elkhorn, Wisconsin.²³ The building occupies the SW corner created by the intersection of Madison and Monroe streets and it is set back on its lot in order to accommodate automobile traffic. The building consists of a two-story, 28-foot-wide x 20-foot-deep main block to whose east-facing side elevation is attached a one-story 16-foot-wide x 26-foot-deep wing. The two-story block has concrete foundation walls that enclose a basement story, while the wing has a concrete pad foundation. The first stories of both portions of the building are clad in brown brick, while the second story of the two-story block, and also a broad band that encircles the upper portion of the wing and hides its roof, are both clad in vertical boards that have scalloped lower edges and which are painted white. All of the cladding is original to the building. The two-story block, which is sheltered by a shallow-pitched flared hip roof, originally housed the office, storeroom, and rest rooms of the filling station, while the second story contained rental office space. The wing, meanwhile, contained the garage portion of the Stoke Brothers operation.

The prominence of the location of the station probably helps account for the fact that this building has a higher level of architectural design than the run-of-the-mill station of its day. First story entrance doors have round-arched openings that are decorated with stone impost blocks and keystones and the original doors that filled these openings (at least two of which are still in place) consisted of multi-light wood doors with round-arched tops. Similarly, the building's flat-arched second story window openings all contain six-over-one-light double hung windows. The overall result has a Period Revival flavor that, while not based on historic precedent, is nonetheless successful in this urban setting. The building is still used as an automobile garage.

18 Wendt & Langer Building 115 S. Monroe St. JE 91/10 C

Research found that W. A. Wendt and Max Langer had this one-story, Twentieth Century Commercial style building was constructed in 1926. The date is also inscribed on a date stone that is centered high up on the main east-facing facade's parapet wall.²⁴ This rectilinear plan building measures 40-feet-wide x 54-feet-deep, has concrete foundation walls that enclose a basement story, and the exterior walls that rest on this foundation are made out of hollow tile. The symmetrically designed main facade is clad in a veneer of brown brick and it originally featured two large, flat-arched, display window openings that flanked a centered flat-arched opening that contained the main entrance. All of these openings have now been filled with modern materials, but the openings themselves are intact, as is the remainder of the facade, which is terminated by a tall, stepped parapet wall.

Wendt & Langer originally occupied this building with a general store called "The Daylight Store." Subsequently, the building was occupied by the Krause-Langer Lodge of the Veterans of Foreign Wars, who continue to occupy it today.

²³ *Waterloo Courier*. July 31, 1924, p. 1; August 7, 1924, p. 1.

²⁴ *Waterloo Courier*. January 21, 1926, p. 1; May 6, 1926, p. 1; May 27, 1926, p. 1; June 3, 1926, p. 5.

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Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

19	Mode Theater Building	121 S. Monroe St.	JE 91/11	C
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The Mode Theater is Waterloo's only Art Moderne style building and it is a fine, largely intact example of the style. This L-plan building measures 56-foot-wide x 95-foot-deep overall and it consists of a one-story 28.5-foot-wide x 20-foot-deep wing to the north that was designed to contain a store and a 28.5-foot-wide x 95-foot-deep two-story wing to the south that contained a movie theater. The entire building rests on concrete foundation walls that enclose a partial basement story and the walls that rest on this foundation are clad in brick. The east-facing main facade of the building is 56-feet-long and contains the door and window openings of the store to the right and the entrance to the theater in the center. This facade is clad in tan and light brown-colored bricks and the building's original triangular shape flat-roofed metal canopy is still in place over the deeply inset theater entrance, which is flanked by curved side walls. The most notable of the additional Moderne touches on this facade is the curve that the parapet wall makes as it transitions from a two-story height to a one-story one just above the main entrance to the theater.

The Mode Theater was built in 1938 for and was operated by Henry A. Miller. It was constructed by the Waterloo firm of Ziebell Brothers.²⁵ The building was designed by the Madison architectural firm of John Flad and Assoc., and although its interior has been greatly modified it is still used as a theater today and is in excellent condition.²⁶

20	Community Hall Building	123 S. Monroe St.	JE 91/12	C
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The very fine Neo-Classical Revival style Community Building was built in 1926 as the result of a community-wide fundraising effort. This multi-purpose building was designed by Waterloo architect Charles Archie and was constructed by the Waterloo contracting firm of Otto Ziebell.²⁷ The building measures 50-foot-wide x 115-foot-deep and it has concrete foundation walls that enclose a full basement story. The walls that rest on these foundations are hollow tile clad in brick; the side and rear walls being clad in a tan brick and the main east-facing facade in a brown brick. The three-bay-wide main facade is classical in inspiration, symmetrical in design, and is still, according to historic photos, almost totally intact.

The centered main entrance contains four one-light metal doors and these are sheltered by an overhanging canopy having the shape of an entablature, all of which is crowned by a very large, multi-light, round-arched transom. Placed above the transom is a stone name plaque that bears the words "Community Hall" and the entire entrance is framed by simple colossal order pilaster strips from whose stylized capitals springs a broken pediment that is outlined in molded stone. A cut stone stringcourse spans the facade and forms the base of parapet wall that terminates the facade. This parapet wall is decorated with rectilinear brick panels that are outlined in corbelled brick courses whose corners are made of small square stone blocks. Single three-over-one light, flat-arched, double hung windows flank the entrance and the second story above each one contains a single round-arched window that contains a six-over-three-light window.

The front twenty feet of the interior of the building contains two stories of rooms, the 75-foot-long middle portion contains a two-story tall auditorium/gymnasium space, and the rear 20-feet of the hall contains the stage and the backstage portion of the auditorium as well as storage space. Other rooms are located in the basement story. The hall is now in private hands and is vacant, but it is still in an excellent, highly intact state.

²⁵ Ibid. September 1, 1938, p. 1; October 6, 1938, p. 1; November 10, 1938, p. 1, November 17, 1938, p. 1.

²⁶ Architect's name provided by current owner, who got it from a member of the community.

²⁷ Ibid. September 15, 1927, p. 1. Community Building Dedication Issue.

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Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

21	Stoke Bros. Building	203 S. Monroe St.	JE 91/13	C
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Tax rolls suggest that this small, free-standing, Astylistic Utilitarian form building was built for the Stokes Bros. between 1924 and 1925, which is the same time that their automobile filling station at 104 W. Madison St. was being built, and it is believed that it was operated as a blacksmith and welding shop in conjunction with their other building.²⁸ This one-story, rectilinear plan, 25-foot-wide x 35-foot-deep building has concrete foundation walls and these walls enclose a full basement story that has largely exposed side and rear walls. The walls that rest on this foundation are made out of hollow tiles and they are sheltered by a simple gable roof having overhanging eaves. The tile-clad, main facade faces east onto Monroe St. and its only original opening consisted of a centered garage door opening. The entire facade is crowned by a stepped parapet wall that covered the east-facing gable end of the building. This building still houses a welding shop today, and the only significant change to it has seen has been the addition of a small shed-roofed concrete block ell across the left-hand (south) third of the main facade.

22	Badger Petroleum Co. Oil Warehouse	213 S. Monroe St.	JE 91/14	C
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Tax rolls suggest that this small, free-standing, Astylistic Utilitarian form building was built for the Badger Petroleum Co. between 1933 and 1936. The 1936 Sanborn map shows that it was first used as an oil warehouse and garage.²⁹ This one-story, rectilinear plan, 30-foot-wide x 25-foot-deep building has concrete foundation walls and these walls enclose a full basement story that has largely exposed side and rear walls. The walls that rest on this foundation are sheltered by a simple jerkinhead gable roof having overhanging eaves. The main facade faces east onto Monroe St. and its original openings are still extant and consist of a centered garage door opening that retains its original wooden sliding barn door, and two window openings that are placed on either side and which are now covered with plywood sheets.

23	Waterloo Water & Light Plant	206 S. Monroe St.	JE 91/15	C
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The first portion of the Waterloo Water & Light Plant building was built by the City of Waterloo in 1908 to house the city's electric generating plant and the second portion was built in 1910 to house its water pumping plant.³⁰ This free-standing, one-story, Astylistic Utilitarian form, rectilinear plan building measures 50-feet-wide x 75-feet-deep and has a concrete pad foundation, walls clad in cream brick, and is sheltered by a hip and deck roof that has overhanging boxed eaves. The symmetrical main facade faces west onto Monroe St. and features a large, centered, garage door opening that is now filled with a modern overhead garage door. Flanking this door on both sides are two segmental-arched window openings, three of whose original two-over-two-light double hung windows are now covered with wood panels. Other similar windows line both side elevations, as do occasional door openings.

As noted, this largely unchanged building originally served as an electric power generating plant and water pumping station. Today, these functions have been superseded by modern equivalents that are housed elsewhere in the city, but the City still owns this building and uses it for storage.

²⁸ City of Waterloo Tax Rolls.

²⁹ Ibid. The 1936 Sanborn map also shows that there was then a small field of gasoline storage tanks located behind this building, but these tanks and their associated apparatus are no longer extant.

³⁰ Mauneshia Chapter, Daughters of the American Revolution. *History of Waterloo*. Waterloo: June, 1915, p. 43.

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24 Interurban Telephone Co. Building 122 S. Monroe St. JE 91/16-17 C

This plain, free-standing, one-story, Twentieth Century Commercial style building was constructed in 1922 as the local office and exchange center of the Interurban Telephone Co.³¹ The original portion of this building is rectilinear in plan, measures 25-feet-wide x 38-feet-deep, has a main facade that faces west onto Monroe St., and has concrete foundation walls that enclose a basement story whose rear and south-facing elevations were originally fully exposed. The exterior walls that rest on this foundation are made out of hollow tile and are clad with brick; tan brick being used on the side and rear elevations and dark reddish brown brick on the main facade. The symmetrically designed main facade features two flat-arched display window openings that flank a centered flat-arched entrance door opening and the facade is terminated by a tall stepped parapet wall.

At some time after 1936, a one-story-tall, basement level addition was attached across the entire original south-facing side elevation of the basement story. This addition extended the total width of the building by about 15-feet and the upper portion of this addition's west wall projects about three-and-one-half feet above grade and is visible immediately to the south (right) of the Monroe Street facade of the original portion.

The telephone company operated out of this building until at least 1936. The building is owned by the City of Waterloo today.

25 E. F. Doering Block 100 E. Madison St. JE 91/18 C

The very fine, highly intact, Queen Anne style Doering Block is one the district's finest and most intact nineteenth century buildings. The building occupies the SE corner formed by the intersection of Madison and Monroe streets and it is rectilinear in plan and measures 15-feet-wide x 100-feet-deep. The building rests on stone foundation walls that enclose a full basement story and the walls that rest on these foundations are clad in cream brick. The narrow, asymmetrically designed, main facade of the building faces north onto Madison Street and its first story contains a small display window and the second story contains two one-over-one-light double hung windows whose sills and lintels are part of rock-faced stone string courses that span the width of the facade. The facade is terminated by an elaborate corbelled brick parapet wall that is itself crowned by an even taller, highly elaborate and decorative metal openwork fence. In addition, the NW corner of the building (the one that faces into the intersection) is canted, and the principal feature of both the main facade and of the building as a whole is a circular plan oriel tower that is positioned over the main entrance, which is located in the first story of this canted corner and which is framed by rock-faced cut granite blocks. This tower is crowned by a conical roof and early illustrations of the building show that the name "E. F. Doering" and the date "1893" were originally placed in the bands directly above the windows in the tower.³²

The Doering building's corner location gives it a fully exposed west-facing side elevation as well. The most notable feature of this asymmetrical, 100-foot-long elevation is a series of four polygonal oriel windows that are arrayed across its second story. Entrance doors are placed in openings between each pair of these oriel bays and they are accessed by a wrought iron exterior staircase and balcony that spans the width of the elevation.

³¹ *Waterloo Democrat*. March 31, 1922, p. 4.

³² *Waterloo Democrat Annual*. Op. Cit., p. 23.

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Waterloo Downtown Historic District
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E. F. Doering built this building in 1893 to house his drugstore.³³ The building is still highly intact today and it is one of the district's finest buildings.

26 **A. J. Humphrey Block** **104 E. Madison St.** **JE 91/19** **C**

This Italianate style building was built in the mid 1870s for A. J. Humphrey, who conducted a drugstore in the first story for more than 25 years.³⁴ The building is rectilinear in plan, two-stories in height, and measures 25-foot-wide x 100-foot-deep. The foundation walls are made of stone, they enclose a full basement story, and the walls that rest on them are built out of brick. The asymmetrically designed main facade of the building faces north onto E. Madison St. and it is faced in cream brick. A fine historic photo of the building shows that the original first story storefront consisted of two large display windows placed on either side of a deeply inset entrance that had splayed sides, while to the right was located a less wide entrance door that led to the second story.³⁵ The general outline of this storefront is still extant but the original doors and windows have all now been replaced with modern elements. The rest of the facade is completely intact, however, and the three largest three-centered arched second story window openings still each contain their original wood sash five-over-four-light double hung windows, while the less wide opening to their right also still contains its original wood sash five-over-four-light double hung window. A corbelled brick cornice terminates the facade.

27 **Muebus & Fiebeger's Double Block** **108-112 E. Madison St.** **JE 91/20** **C**

A date stone centered on the upper portion of the main south-facing facade of this fine Italianate style, double block bears the date "1874," which subsequent research has confirmed.³⁶ This building is rectilinear in plan, two-stories in height, and its original portions combined measure 40-foot-wide x 62-foot-deep. The foundation walls are made of stone, they enclose full basement stories, and the walls that rest on them are built out of brick. The symmetrically designed main facade of the building faces north onto E. Madison St. and it is faced in cream brick. A fine historic photo of the left (east) portion of the building's facade shows that the original first story storefronts of both portions of the block consisted of two large display windows placed on either side of a deeply inset entrance that had splayed sides.³⁷ A narrower entrance door that led to the building's second story was located between the storefronts. The general outline of the right-hand storefront still remains as does the center door, but both now contain modern rather than original elements. The left-hand storefront, however, has been entirely replaced with a modern one having a different layout.

The rest of the facade is mostly intact, however, although the six large three-centered arched second story window openings now no longer contain their original wood sash five-over-four-light double hung windows. The narrower center window opening in between the six larger ones still contains its original wood sash, five-over-four-light, double hung window. A corbelled brick cornice terminates the entire facade.

It is noteworthy that the design of this building is almost identical to the Humphrey Block located next door to the right (Map No. 27), which was built at very near the same time. The only difference between them is that the double block

³³ *Waterloo Democrat*. October 28, 1892, p. 3; July 7, 1893, p. 3; July 14, 1893, p. 3.

³⁴ *Daughters of the American Revolution*. Op. Cit., p. 41.

³⁵ *Waterloo Democrat Annual*. Op. Cit., p. 22.

³⁶ *Waterloo Journal*. July 23, 1874, p. 3; October 15, 1874, p. 3.

³⁷ *Waterloo Democrat Annual*. Op. Cit., p. 39 (see also p. 27).

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has a corbelled brick stringcourse placed just below its cornice that is lacking on the Humphrey Block. Frank Fiebeger operated a general store in his (east) half of the building for more than twenty-five years.

28 Commercial Building 116 E. Madison St. JE 91/21 C

Sanborn maps show that this fine, two-story, 21-foot-wide x 82-foot-deep, rectilinear plan, late Italianate style building was constructed prior to 1894, when its first story was occupied by a hardware store. The building consists of the original 21 x 62-foot brick block, to the rear of which a one-story brick wing measuring 21-feet-wide x 20-feet-deep is attached, and which in 1894 served as a tin shop. The building rests on stone foundation walls that enclose a full basement story. The asymmetrically designed main facade faces north onto E. Madison St., it is clad in cream brick, and although the original first story storefront has now been replaced with a modern one, the second story is still largely intact. Especially noteworthy are this story's elaborate round-arched window openings, which are decorated with red brick voussoirs and stone keystones.³⁸ Also noteworthy is the elaborate original bracketed and pedimented wood and tin cornice that still crowns the facade.

Sanborn maps show that the first story of this building housed a hardware store until at least 1912. Subsequent maps show that it contained a store of an unknown type.

29 C. F. Becken's Exchange Saloon Building 120 E. Madison St. JE 91/22 C

A date and name stone that is centered on the upper portion of the main south-facing facade of this fine, Italianate style double block bear the date "The Exchange, 1896," which subsequent research has confirmed.³⁹ This building is rectilinear in plan, two-stories in height, and it measures 25-feet-wide x 62-feet-deep. The foundation walls are made of stone, they enclose a full basement story, and the walls that rest on them are built out of brick. The asymmetrically designed main facade of the building faces north onto E. Madison St. and it is faced in rock-faced granite blocks. An historic photo of the facade shows that the original first story storefront of the block consisted of two large display windows placed on either side of a deeply inset splayed entrance, while a second entrance that led to the second story was located just to the right of the storefront.⁴⁰ The flat-arched openings associated with these elements still survive but the doors and windows that originally filled them have since been replaced with modern elements. Similarly, the three original flat-arched window openings in the story above have now all had their original one-over-one-light double hung windows replaced with modern casement windows. The facade is still crowned, however, with its original wood and metal cornice.

C. F. Becken's Exchange Saloon and subsequent saloons occupied the first story of this building until at least 1912. Subsequent Sanborn maps show that it contained a store of an unknown type.

30 Double Block 126-130 E. Madison St. JE 91/23 C

This fine, Italianate style-influenced, Commercial Vernacular form building originally measured 40-foot-wide x 50-foot-deep and it is rectilinear in plan. Rubble stone walls enclose a basement story and cream brick exterior walls rest on this foundation. The symmetrically designed main facade faces south onto E. Madison St. and, while its original left-hand (east) storefront has now been replaced with a modern one, the right-hand storefront is still in an excellent,

³⁸ The original windows have now been replaced with modern ones.

³⁹ *Waterloo Democrat*. March 27, 1896, p. 3; July 3, 1896, p. 3.

⁴⁰ *Waterloo Democrat Annual*. Op. Cit., p. 42.

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largely intact state and shows what the original one to the left looked like. The second story above still contains its six original basket-handle-arched window openings although the windows themselves have now been replaced with smaller modern ones. A fine, intact, bracketed and paneled wood and tin cornice terminates the facade.

Sanborn maps show that this double block was built prior to 1894, at which time its first story housed a meat market and a saloon. Subsequent Sanborn maps show that these usages continued until at least 1912, after which they contained stores of varying types.

31

Charles F. Becken's Block

134 E. Madison St.

JE 91/24

C

This two-story, Commercial Vernacular form building was built in 1904 for Charles F. Becken, whose name appears on a name plaque in the pediment of the building's tall, tin cornice, and who conducted the Hotel Maunsha here.⁴¹ The building is rectilinear in plan, measures 25-feet-wide x 100-feet-deep, and it has a cut stone foundation that encloses a full basement story. The walls that rest on these foundations are constructed of hollow tile, which is left visible on the main facade. This facade faces north onto E. Madison St. and, while the framework of its first story storefront is still intact, all of the original windows and doors have been removed and replaced with modern elements. The second story windows are still intact, however, as is the very tall, bracketed, metal cornice that crowns the facade.

This building was determined eligible for listing in the NRHP (DOE 10-22-90) as part of the proposed Waterloo City Hall Historic District and a much more detailed accounts of its design and history is contained in the form that is associated with that DOE.⁴²

⁴¹ *Waterloo Democrat*. October 31, 1919, p. 1. Obituary of C. F. Becken,

⁴² Heggland, Timothy F. Waterloo City Hall Historic District DOE. August 22, 1990. On file with the Division of Historic Preservation, State Historical Society of Wisconsin.

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Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

Inventory List

Map Number	Historic Name	Address	Photo Code	Date	Status
1	Commercial Building	151 N. Monroe St.	JE 91/25	c.1885/c.1905	C
2	F. Grunke Double Block	145-147 N. Monroe St.	JE 91/26	1883	C
3	Arthur Setz Commercial Building	139-143 N. Monroe St.	JE 91/27	1955	NC
4	Commercial Building	137 N. Monroe St.	JE 91/28	c.1880	C
5	C. Failing Building	129 N. Monroe St.	JE 91/29	1897	C
6	Haese and Wedemeyer's Double Block	119-123 N. Monroe St.	JE 91/30	1883	C
7	Leonardson's Block	115 N. Monroe St.	JE 91/31	c.1907	C
8	William Wendt Block	111 N. Monroe St.	JE 92/24	1909	C
9	N. Brandner Block	103-107 N. Monroe St.	JE 91/33	1885	C
10	Waterloo State Bank Building	125 W. Madison St.	JE 91/35	1913	C
11	Jeremiah. D. Knowlton Building	131-135 W. Madison St.	JE 91/37	1913	C
12	Archie and Stevenson Double Building	139-143 W. Madison St.	JE 92/02	1911	C
13	Waterloo Garage Building	151 W. Madison St.	JE 92/03-05	1910	C
14	Concrete Girder Bridge	Maunasha River at W. Madison St.	JE 92/08-19	1921	C
15	Commercial Building	203 W. Madison St.	JE 92/06-07	c.1885	C
16	John Fischbach Building	112 W. Madison St.	JE 91/09	c.1899	C
17	Stoke Brothers Automobile Filling Station	104 W. Madison St.	JE 91/07	1924	C
18	Wendt & Langer Building	115 S. Monroe St.	JE 91/10	1926	C
19	Mode Theater Building	121 S. Monroe St.	JE 91/11	1938	C
20	Community Hall Building	123 S. Monroe St.	JE 91/12	1926	C
21	Stoke Bros. Building	203 S. Monroe St.	JE 91/13	1924	C
22	Badger Petroleum Co. Oil Warehouse	213 S. Monroe St.	JE 91/14	c.1934	C
23	Waterloo Water & Light Plant	206 S. Monroe St.	JE 91/15	1908	C
24	Interurban Telephone Co. Building	122 S. Monroe St.	JE 91/16-17	1922	C
25	E. F. Doering Block	100 E. Madison St.	JE 91/18	1893	C
26	A. J. Humphrey Block	104 E. Madison St.	JE 91/19	c.1874	C
27	Muebus & Fiebeger's Double Block	108-112 E. Madison St.	JE 91/20	1874	C
28	Commercial Building	116 E. Madison St.	JE 91/21	c.1885	C
29	C. F. Becken's Exchange Saloon Building	120 E. Madison St.	JE 91/22	1896	C
30	Double Block	126-130 E. Madison St.	JE 91/23	c.1880	C
31	Charles F. Becken's Block	134 E. Madison St.	JE 91/24	1904	C

Waterloo Downtown Historic District
Name of Property

Jefferson County
County and State

Wisconsin

8. Statement of Significance

Applicable National Register Criteria

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

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1874-1949

1874-1938

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Archie, Charles/Architect

John J. Flad & Son/Architect

Narrative Statement of Significance

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

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Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

Statement of Significance:

The proposed rebuilding of the existing West Madison Street Bridge in Waterloo led to the identification of this bridge as a potentially contributing resource within a possible historic district. The district is located immediately adjacent to the bridge. The district is of potentially local significance under National Register of Historic Places (NRHP) Criteria A and C. Research was therefore undertaken to assess this potential, utilizing the NRHP significance areas of Architecture and Commerce, themes which are also identified in the State of Wisconsin's Cultural Resource Management Plan (CRMP).⁴³ This research centered on evaluating the resources within the district using the Italianate, Neo-Classical Revival, Twentieth Century Commercial Style, and Commercial Vernacular form study units of the CRMP's Architecture theme section and the Iron and Steel Truss Highway Bridges study unit of the CRMP's Transportation theme section. The results of this research is detailed below and supports the listing of this district in the NRHP using both Criteria A and C.

The Waterloo Downtown Historic District is of architectural significance (Criterion C) because it contains the only intact historic streetscapes of the Late Victorian period and early twentieth century commercial buildings remaining in the historic business center of the city of Waterloo. Individually, the buildings in the district are good representative examples of Italianate, Queen Anne, Neo-Classical Revival, Twentieth Century Commercial style, and Commercial Vernacular form designs. Collectively, the buildings in the district have a significance that is greater than the merit they possess individually. Other historic commercial buildings are scattered throughout the downtown area, but they are found either in isolation or they have been greatly altered by insensitive modernization. Because intact surviving streetscapes of such buildings are rapidly nearing extinction in the changing economic and social reality that characterizes the downtowns of Wisconsin's cities today, the retention of the buildings in this district is essential if Waterloo's historic downtown is to be preserved. In addition, the buildings in the district are believed to be of significance to the history of commerce in Waterloo (Criterion A) because they represent not only the most intact group of surviving historic buildings in Waterloo that are associated with that community's historic retail stores and other service-oriented commercial enterprises, but also a major percentage of *all* the buildings in Waterloo that have been associated with this city's commercial history.

Commerce

The Waterloo Downtown Historic District is believed to be eligible for listing in the NRHP under Criterion A because its resources comprise the still largely intact historic commercial core of the city. The district consists of 30 mostly two-story, masonry construction, late nineteenth and early twentieth century buildings that line the Madison Street-Monroe Street intersection in the heart of the city. These buildings remain the commercial heart of the city and represent a large portion of all the buildings that were ever built in this city to serve the retail and professional needs of its citizens.

Like many other communities in Wisconsin, Waterloo owes its existence to the proximity of a nearby river, in this case the Maunsha River. The first settler, Bradford Hill, located here as early as 1841 in the belief that the site was suitable for the development of a water-driven mill. In 1843, Abram and Ira Brooks purchased Hill's 80-acre holding, constructed a dam known as the "lower" dam on the river (which was then known as Waterloo Creek), and built a mill for the sawing of timber. In 1844 a fanning mill factory was constructed in the village that grew up around these mills and, in 1847, several men joined together to build a mill dam known as the "upper" dam on the river 1½ miles west of

⁴³ Wyatt, Barbara (Ed.). *Cultural Resource Management in Wisconsin*. Historic Preservation Division, State Historical Society of Wisconsin: Madison, WI, 1989.

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Continuation Sheet

Section 8 Page 2

Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

the village. M. P. Caldwell purchased this site in 1848, and he erected a gristmill in that year. By 1848, some 35-45 houses had been built along the creek and the first hotel (the Walker House, non-extant) had been constructed and was in use. In 1849, M. P. Caldwell built another dam in the center of the village in order to power a plow and rake factory that he had built adjacent to it. In 1852, a flouring mill was constructed at the site of the lower dam in order to process the wheat then being grown in the surrounding countryside. All this milling and manufacturing activity brought increased growth to the village, which was also evolving into the area trading center as well.⁴⁴

In 1853, the *Wisconsin Gazetteer* credits Waterloo with a population of two hundred and possessing sixty dwellings, four stores, two hotels, one church, one town pump, one fanning mill factory, one cabinet shop, two wagon shops, one plow shop, and three blacksmith shops. This was a critical time for Waterloo. The plank road was built from Waterloo to Portland and the latter place was becoming the center of business for this section. The turning point in the history of Waterloo was approaching. The day of the railroad was breaking. Both Portland and Waterloo were competing for the railroad building westward from Watertown and Waterloo finally succeeded in getting it. On the 20th day of January 1859, the Milwaukee, Watertown, and Baraboo Valley Railroad opened its books in Waterloo and its first regular train passed through the village on schedule time. The coming of the railroad turned the tide of business and population to this village and witnessed an immediate and lively growth.⁴⁵

Waterloo was incorporated as a village in 1859, and, as an emerging area center of milling, manufacturing and commerce, and as an emerging area transportation hub, it began to develop a business district appropriate to its new status. Practically all of the earliest commercial-related buildings were small-scale wood frame ones; the majority are examples of either the Front Gable vernacular form or the Boom Town style.

After the first rush incident to the change [the coming of the railroad], and during the [Civil] war, the growth of the village slackened, doubtless due to the fear of having to pay the railroad bonds and to conditions growing out of the war.

In the 70's business began to be more active. During the 70's Waterloo was one of the leading grain markets of this section of the state. During the buying and shipping seasons the street were thronged with loads of grain. On June 1, 1876, the following item appeared in the *Waterloo Journal*: "25,180 bushels of wheat were shipped from Waterloo last week." At this period the business section of the village began to undergo a transformation and before the close of the 70's Madison and Monroe streets were lined with several of the substantial brick blocks that now [1915] lend much to its appearance. A gradual growth marked the passing of the 80's and in the 90's a building boom added materially to the growth of business and residence structures.⁴⁶

This growth was concentrated on the south side of East Madison Street and on the west side of North Monroe Street. By 1894, when the first Sanborn-Perris Fire Insurance Map of Waterloo was published, these blocks were fronted by almost solid ranks of two-story brick Italianate style, Queen Anne style and Commercial Vernacular form buildings, most of which are still extant today and are included within the district boundaries. In the first decade of the twentieth century this growth was extended to the north side of East Madison Street and the west side of North Monroe Street as well.

⁴⁴ Ott, John Henry. *Jefferson County, Wisconsin and its People*. The S. J. Clarke Publishing Co., Chicago: 1917, pp. 238-239.

⁴⁵ Daughters of the American Revolution. Op. Cit., p. 40.

⁴⁶ Daughters of the American Revolution. Op. Cit., pp. 41-42.

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National Register of Historic Places
Continuation Sheet

Section 8 Page 3

Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

The erection of Roach & Seeber Co.'s cold storage and creamery plant on [North] Monroe Street [148-152 N. Monroe St.—non-extant] in 1894 gave the village its most imposing looking and largest business block. C. Failing added his commodious store to Monroe Street [129 N. Monroe St.], and C. F. Becken erected the building now [1915] occupied by him and F. J. Kelling on Monroe [sic] St. On the same street John Fischbach built the brick block [112 W. Madison St.] now occupied as a hardware store by Wm. Blaschka.

In more recent year the business section of the village has very decidedly changed its appearance. The west side of this [N. Monroe] street has witnessed the passing of the old frame buildings that long stood between the Brandner [103-107 N. Monroe St.] and Haese [119-123 N. Monroe St.] blocks. The modern stores of Leonardson Bros. [115 N. Monroe St.] and Wm. A. Wendt [111 N. Monroe St.] now fill their place.

After the building of the village hall [141 E. Madison St.—DOE 10/22/90] and the Fischbach block [in 1899] a period of lethargy followed in the development of Madison Street until a few years ago when the industry and public spirit of J. D. Knowlton [151 and 131-135 W. Madison St.], Alex. Archie, F. C. Stevenson [139-141 W. Madison St.] and the Waterloo State Bank [125 W. Madison St.] gave to the village a row of brick, stone and concrete block buildings filling the space between the Brandner Block and the creek [the Maunasha River].

In 1908 the village commenced the filling and opening of Monroe street, south of Madison street, by erecting a municipal lighting plant in the Mead addition [206 S. Monroe St.]. This venture on the part of the village has been one of the most important developments in its business and public life, and has given such satisfaction that in 1911 a continuous service for light and power was installed to meet the needs of the village, its people and industries. In 1910 the village installed a waterworks system.⁴⁷

By 1912, when the population of the city had reached 1,400, its commercial district extended for three blocks along Madison Street from Washington Street west to Jackson Street, and for two blocks along Monroe Street from the Maunasha River north. Most of its first generation commercial buildings had been replaced by the second generation ones that comprise the Downtown Historic District today. A few more new buildings appeared in the district in the years that followed, including the Wendt & Langer building at 115 S. Monroe St., and the Community Hall building at 123 S. Monroe St., both of which were built in 1926.

From 1930 until the end of World War II, however, growth in Waterloo was slight. As a result, relatively few new buildings were constructed in the downtown part of the city during this period and most of these were related to the rise of the automobile. After the war, though, Waterloo's population began to climb again and today it has reached 2,712. This growth is in part a result of the continued prosperity of the surrounding agricultural area, where dairying is the major activity for most of the region's farmers. The consequences of this renewed growth for Waterloo's historic business district, however, have been mixed at best. Almost all the historic (pre-1948) buildings in the downtown have experienced some degree of exterior and interior alteration since the end of the war, a number of others have been demolished, and many of those that remain outside the district have experienced probably irreversible change. The buildings within the district, though, constitute the still intact heart of the historic business district of Waterloo and they bear witness to the way in which it has evolved from the early 1870s to the early 1940s. Besides their significance as the most intact buildings in the business district, these buildings have also been occupied by a good proportion of all the commercial enterprises that existed in Waterloo during the period of significance. These enterprises include hotels,

⁴⁷ Ibid. P. 42.

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National Park Service**

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Continuation Sheet**

Section 8 Page 4

Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

banks, restaurants, hardware stores, general stores, post offices, drugstores, harness makers, movie theaters, grocery stores, and other usages, all of which were once central to the life of Waterloo and the surrounding area. Consequently, the district's contributing resources are believed to be of local significance in the area of Commerce because they constitute the most intact surviving embodiment of the historic period of Waterloo's historic commercial and retail life.

Architecture

The Waterloo Downtown Historic District contains an excellent collection of nineteenth and early twentieth century commercial buildings and it is believed to be locally significant under NR Criterion C (Architecture) as a result. The district's resources constitute almost all of the surviving buildings within the city that were built specifically for commercial activity prior to 1941 and they also comprise a high percentage of all the buildings that have ever been constructed for this purpose in Waterloo. As a result, the architectural significance of buildings associated with Waterloo's historic commercial activity and the architectural significance of the buildings in the district is now essentially one and the same.

Waterloo's excellent collection of late nineteenth and early twentieth century masonry construction commercial buildings are arrayed along Madison and Monroe streets. These buildings display a high degree of individual integrity for buildings of this type and they also have a considerable collective importance as an intact ensemble that represents the continuous evolution of the various architectural styles that are associated with commercial buildings in Waterloo from the mid-1870s through 1940. All of the 29 contributing buildings in the district are good, representative, largely intact examples of their styles and include buildings designed in the Italianate, Queen Anne, Neo-Classical Revival, and Twentieth Century Commercial styles, and in the Commercial Vernacular and Astylistic Utilitarian vernacular forms. These are all architectural styles and vernacular forms identified in the Architectural Styles study unit of the *Cultural Resource Management Plan* and the buildings in the district display many of the salient characteristics associated with each of these styles and forms.

In addition, at least one of the district's buildings (the Community Hall building at 123 S. Monroe St., built in 1926) is the known work of Charles Archie, an architect who appears to have practiced for at least a short while in Waterloo, but of whom almost nothing is yet known except that he designed this building and the Waterloo Masonic Temple on W. Madison Street (extant) in the same year (1926). He was also presumably related to the Archie family of Waterloo, whose stone-cutting and monument works in that city was a well known nineteenth century business concern.⁴⁸

At least two other buildings in the district were constructed by the locally important Waterloo contracting firms associated with Otto Ziebell: the Community Hall building at 123 S. Monroe St., built in 1926, and the Mode Theater Building, 121 S. Monroe St., built in 1938 by the Ziebell Bros. Another prominent nineteenth century Waterloo building contractor, George C. Cnare, who moved to this city from Madison in 1883, was probably responsible for many of the district's nineteenth century buildings, but no information linking him directly to any of them has yet been found.⁴⁹

Finally, the newest contributing building in the district, the Mode Theater Building, 121 S. Monroe St., built in 1938 by the Ziebell Bros., was designed by a prominent Madison, Wisconsin architect; John J. Flad. John Joseph Flad (1889-1967) was born in Madison and attended the public schools of this city. In 1907, he apprenticed with local architect James O. Gordon, which was followed by a short period as a draftsman with another local architect, Robert Wright.

⁴⁸ *Waterloo Democrat Annual*. Op. Cit., p. 49.

⁴⁹ *Daughters of the American Revolution*. Op. Cit., p. 42. See also: *Waterloo Democrat Annual*. Op. Cit., p. 49.

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Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

From 1909-1914, Flad worked as a draftsman in the offices of several Chicago architects and contractors, including: George Nimmons; Howard Van Doren Shaw; the Chicago, Milwaukee & St. Paul Railroad; and the Leonard Construction Co. Returning to Madison in 1914, Flad worked as an architect in the architectural office of Alvan E. Small until 1917, when he left to work in the office of the State Architect for a year and 10 months. In 1922, Flad again returned to work with Small as his associate, this relationship lasting until 1925, when Flad took on Frank S. Moulton as a partner in the firm of Flad & Moulton.

Flad and Moulton had offices in Madison at the Washington Block at 110 E. Washington Ave. and they lasted as a firm until 1933. In that year, Flad went into practice under his own name, with offices at 121 (and soon afterwards 125) S. Pinckney Street. In 1941, Flad associated with his relative, Thomas H. Flad, with offices at 133 Langdon Street. Gradually, this firm evolved into John J. Flad & Associates, which would grow to become Madison's largest architectural firm in the 1960s and 1970s. John J. Flad died in 1967, but his sons and descendants continue to operate the firm he founded.⁵⁰

In summary, the 29 contributing buildings in the Waterloo Downtown Historic District are considered to be of local architectural significance (NRHP Criterion C) individually because of their good, representative designs, their largely intact state, and the potential associations of several of them with architects and builders of at least local significance, and they are considered to be of architectural significance collectively because they comprise the still largely intact historic downtown commercial core of the city of Waterloo.

In addition, the district contains a single contributing structure, the W. Madison Street concrete girder bridge, which was built across the Maunsha River in 1921 (WisDOT ID 3050-03-05). Currently, the subsection of the Transportation Study Unit of the CRMP that deals with Iron and Steel Truss Highway Bridges has not been expanded to include concrete girder bridges such as this one. As a consequence, a comparison of this particular type of reinforced concrete bridge cannot be made with other types of girder bridges, nor can this particular bridge be compared with others of the same type, making it very hard to assess its individual NR potential. It is known, however, that this bridge design is a standardized one developed by the Wisconsin Department of Transportation (WisDOT) and that examples of different lengths were constructed by them across the state. Thus, it seems probable that even an exceptionally intact example of a bridge of this type might have difficulty claiming eligibility on an individual basis. In this case, however, the fact that this bridge is still in a largely intact (although very deteriorated) state and that it was built within the district's period of significance is believed to make it eligible for inclusion in the district as a contributing resource.

⁵⁰ *Capital Times*. August 23, 1967 (obituary). See also: State Historic Preservation Division, State Historical Society. Architect's Vertical Files; and the State of Wisconsin's Board of Architects, Professional Engineers, Designers, and Land Surveyors: Licensing Application Forms, 1917-1974. SHS Archives Division, Series 1591.

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section 8 Page 6

Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

Archeological Potential

The extent of any archeological remains within the district is conjectural at this time. Most of the district's buildings replaced earlier commercial buildings located on the same sites, and it is likely that the later construction activities seriously compromised any remnants of earlier buildings. It is possible, however, that some archeological remains from these earlier buildings may still be extant.

No information about possible prehistoric remains in this area was found during the course of this research. It is likely, however, that any remains of pre-European cultures located within the district would have been greatly disturbed by the building activity associated with the subsequent development of this area.

Preservation Activity

The Waterloo Area Historical Society is an active one, but organized efforts to promote historic preservation in Waterloo are still in their infancy. To date, most preservation efforts in the city and in the district are the result of individual initiative. Therefore, the creation of the downtown historic district is an important first step in the evolution of historic preservation in the city.

Waterloo Downtown Historic District
Name of Property

Jefferson
County and State

Wisconsin

9. Major Bibliographic References

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

Previous Documentation on File (National Park Service):

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

Primary location of additional data:

- State Historic Preservation Office
- ___ Other State Agency
- ___ Federal Agency
- ___ Local government
- ___ University
- Other

Name of repository:
Nomination Preparer

10. Geographical Data

Acreeage of Property 5.2 acres

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

1	<u>16</u>	<u>338260</u>	<u>4782960</u>	3	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u> </u>	<u> </u>	<u> </u>	4	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing

See Continuation Sheet

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

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

11. Form Prepared By

name/title	Timothy F. Hegglund/ consultant for Strand Associates			date	April 5, 1999
organization				telephone	608-251-9450
street & number	1311 Morrison Street			zip code	53703
city or town	Madison	state	Wisconsin		

**United States Department of the Interior
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**National Register of Historic Places
Continuation Sheet**

Section 9 Page 1

Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

MAJOR BIBLIOGRAPHIC REFERENCES

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Waterloo Democrat. October 28, 1892; July 7, 1893; July 14, 1893; March 27, 1896; July 3, 1896; April 2, 1897; September 3, 1897; October 22, 1897; March 4, 1898; April 29, 1898; June 16, 1899; September 22, 1899; September 29, 1899; October 27, 1899; January 5, 1899; October 1, 1909; January 7, 1910; September 16, 1910; April 28, 1911; November 17, 1911; May 3, 1912; September 6, 1912; November 8, 1912; February 14, 1913; May 2, 1913; October 17, 1913; October 31, 1919; March 31, 1922.

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Continuation Sheet

Section 10 Page 1 Waterloo Downtown Historic District
Waterloo, Jefferson County, WI

Verbal Boundary Description:

The district boundary begins at a point on the west curbline of N. Monroe St. adjacent to the NE corner of the lot associated with 151 N. Monroe St. The boundary then continues in a westerly direction along the north line of said lot a distance of 150', then turns 90° and continues in a southerly direction for a distance of approx. 123' to a point of intersection with the north elevation of the building known as 127 N. Monroe St. The boundary then turns 90° and continues in a westerly direction till intersecting the east shoreline of the Mauneshia River, then continues west across said river to a point on the west shore, then continues further west a distance of approx. 15' to a point of intersection with the west lot line of the lot associated with 203 W. Madison St., then turns 90° and continues south along said lot line to a point on intersection with the north curbline of W. Madison St. The line then turns 90° and continues east along said curbline a distance of 31.83', then turns 90° and runs in a southerly direction to a point on the south curbline of said street, then turns 90° and continues east along said curbline approx. 55-feet, then turns 90° and continues north to a point of intersection with the north curbline of W. Madison St. The line then continues east along said curbline approx. 184', then turns 90° and continues south across Madison Street to a point on the south curbline that corresponds to a point that is the NW corner of the lot associated with 112 W. Madison St. The line then continues south along the west lot line of said lot 132' to a point on the north lot line of the property known as 121 S. Monroe St. The line then turns 90° and continues west along said lot line approx. 92.5' until it reaches the NW corner of the lot associated with 123 S. Monroe St. The line then turns 90° and continues south along the west lot line of said lot until reaching the north curbline of Taylor Street. The line then turns 90° and continues east along said curbline approx. 49.5', then turns 90° and continues south across said street to a point on the south curbline that corresponds to the NW corner of the lot associated with 203 S. Monroe St. The line then continues south along the rear lot line of said lot and of the adjoining lot associated with 213 S. Monroe St. to the SW corner of the latter, a distance of 100'. The line then turns and continues east at an angle for a distance of 116.25' to a point on the west curbline of S. Monroe St. The line then turns 90° and continues north along said curbline until it reaches a point of intersection with the south curbline of Taylor St. The line then turns 90° and continues east across S. Monroe St. to a point on the east curbline, then continues east a distance of approx. 127', then turns 90° and runs north approx. 155.5', then turns 90° and runs east approx. 75' until it intersects the west bank of the Mauneshia River. The line then turns 90° and runs north along said bank until reaching a point of intersection with the south curbline of E. Madison St. The line then turns 90° and continues west along said curbline until reaching the SW corner formed by the intersection of Monroe and Madison streets. The line then turns 90° and crosses Madison Street to the NW corner formed by the intersection, then continues north along the west curbline of N. Monroe St. to the POB.

Boundary Justification:

The district boundaries enclose all the land that has historically been associated with the district's contributing resources. The boundaries have been drawn so as to exclude all but one of the commercial buildings in the historic downtown that were built after 1948 and which could not meet NPS Criteria Consideration G. The boundaries have also been drawn so as to exclude a group of six buildings located on the south side of West Madison Street between 112 W. Madison St. and the Mauneshia River because only two of them are potentially contributing and they are sandwiched in between three other buildings that have lost too much integrity to be considered contributing resources and a fourth building that was built in 1955. In addition, three historic commercial buildings located on the east side of the 100 block of N. Monroe St. and two on the north side of the 100 block of East Madison Street have also been excluded from the district because their respective historic streetscapes were broken by the construction of a small post World War II era Modern Movement style library building that is sited on a small surrounding park that now occupies the northeast corner of the block that is partially formed by the intersection of these two streets.

Waterloo Downtown Historic District

Jefferson

Wisconsin

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

Photographs Representative black and white photographs of the property.

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

Property Owner

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

name/title	various, see attached list		
organization			date
street & number			telephone
city or town	state	Wisconsin	zip code

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

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

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Continuation Sheet

Section _____ Photos _____ Page 1

Waterloo Downtown Historic District
Waterloo, Jefferson County, Wisconsin

Photographs

Items a-d are the same for photos 1 - 14.

Photo 1

- a) Waterloo Downtown Historic District
- b) Waterloo, Jefferson County, WI
- c) Timothy F. Heggland, March 28, 1999
- d) State Historical Society of Wisconsin
- e) W. Madison St., View looking E
- f) Photo 1 of 14

Photo 9

- e) 100 block S. Monroe St., View looking SE
- f) Photo 9 of 14

Photo 2

- e) 101 block W. Madison St., View looking NNW
- f) Photo 2 of 14

Photo 10

- e) 100 E. Madison St., View looking SE
- f) Photo 10 of 14

Photo 3

- e) 151 W. Madison St., View looking N
- f) Photo 3 of 14

Photo 11

- e) 100 block E. Madison St., View looking SE
- f) Photo 11 of 14

Photo 4

- e) 100 block W. Madison St., View looking E
- f) Photo 4 of 14

Photo 12

- e) 101 Block W. Madison St., View looking NE
- f) Photo 12 of 14

Photo 5

- e) 100 block W. Madison St., View looking SW
- f) Photo 5 of 14

Photo 13

- e) 103-107 N. Monroe St., View looking NW
- f) Photo 13 of 14

Photo 6

- e) 101 block S. Monroe St., View looking SW
- f) Photo 6 of 14

Photo 14

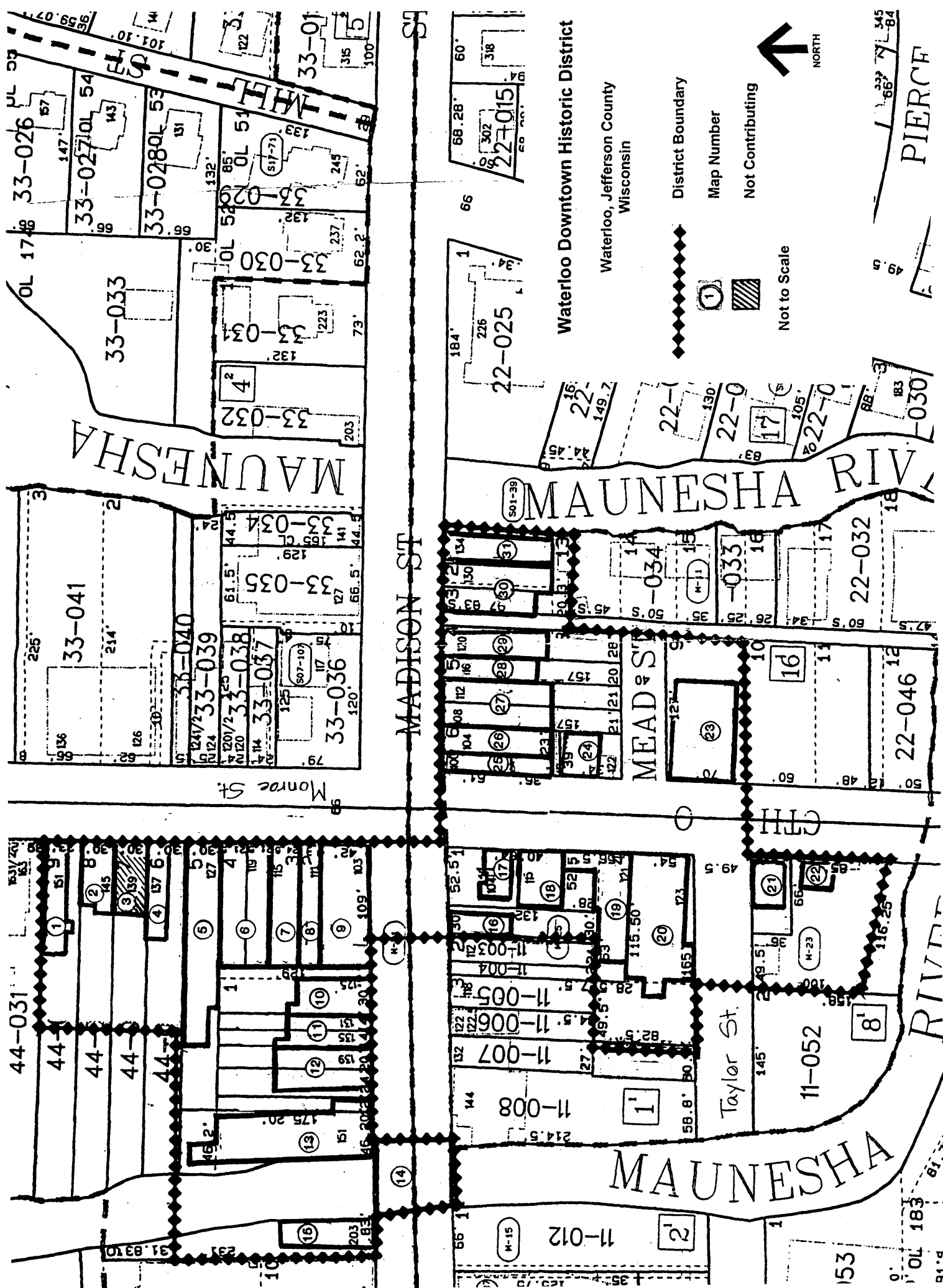
- e) 101 block N. Monroe St., View looking SW
- f) Photo 14 of 14

Photo 7

- e) 121 S. Monroe St., View looking W
- f) Photo 7 of 14

Photo 8

- e) 123 S. Monroe St., View looking WNW
- f) Photo 8 of 14



Waterloo Downtown Historic District

Waterloo, Jefferson County
Wisconsin

- ◆◆◆◆◆ District Boundary
- ① Map Number
- ▨ Not Contributing

Not to Scale



PIERCE

66° 33' N
84° 34' W

MADISON ST

MEAD ST

Taylor St.

Monroe St

MAUNESHA

MAUNESHA RIVER

MAUNESHA RIVER

33-026

33-041

44-031

31.8310

33-030

33-039

11-005

22-025

11-007

11-012

22-0

22-033

11-052

153

OL 183
91'8"