

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If 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 SEIPPEL BAKERY AND RICHARD APARTMENTS

other names/site number DiCamillo Bakery

name of related multiple property listing N/A

2. Location

street & number 531 Third Street [] not for publication

city or town Niagara Falls [] vicinity

state New York code NY county Niagara code 063 zip code 14301

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 as 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.)

Roger Daniel Mackay
Signature of certifying official/Title

4/2/18
Date

DSHPO
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 certifying official/Title

Date

State or Federal agency and bureau

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

[] removed from the National Register

[] other (explain) _____

Signature of the Keeper

date of action

5/18/18

Seippel Bakery and Richard Apartments

Name of Property

Niagara County, New York

County and State

5. Classification**Ownership of Property**

(check as many boxes as apply)

☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>-</u>	<u>0</u>	sites
<u>-</u>	<u>0</u>	structures
<u>-</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	TOTAL

Name of related multiple property listing

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

N/A**Number of contributing resources previously listed in the National Register**N/A**6. Function or Use****Historic Functions**

(enter categories from instructions)

COMMERCEDOMESTIC/Multiple Dwelling**Current Functions**

(Enter categories from instructions)

VACANT**7. Description****Architectural Classification**

(Enter categories from instructions)

LATE VICTORIAN/Renaissance/Renaissance Revival**Materials**

(Enter categories from instructions)

foundation Stonewalls Brick, Stone, Cast Stoneroof Membrane

other _____

Narrative Description

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

Seippel Bakery and Richard Apartments**Niagara County, New York**

Name of Property

County and State

8. Statement of Significance**Applicable National Register Criteria**

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

- ☒ **A** Property 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 that 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 boxes that apply.)

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

Areas of Significance:

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance:

1913-1949

Significant Dates:

1913, 1926, 1949

Significant Person:

N/A

Cultural Affiliation:

N/A

Architect/Builder:

John Smith & Son Builders

Narrative Statement of Significance

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

9. Major Bibliographical References**Bibliography**

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

Previous documentation on file (NPS):

- ☒ preliminary determination of individual listing (36 CFR 67) has been requested. **NPS #36,694**
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by historic American Building 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 repository: _____

Seippel Bakery and Richard Apartments

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Niagara County, New York

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10. Geographical DataAcreage of Property .20 acres**UTM References**

(Place additional UTM references on a continuation sheet.)

1 1 7 657968 4772815
Zone Easting Northing3 1 7
Zone Easting Northing2 1 7 4 1 7 **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 Byname/title Caitlin Moriarty, Ph.D. and Kelsie Hoke, M.Arch. [Edited by Jennifer Walkowski, NYSHPO]organization Preservation Studios date May 11, 2017street & number 170 Florida Street telephone 716-725-city or town Buffalo state NY zip code 14208**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 locationA **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 SHPO or FPO for any additional items)

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

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)**Estimated Burden Statement:** public reporting burden for this form is estimated to average 18.1 hours per response including 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, D.C. 20503

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Seippel Bakery and Richard Apartments
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Narrative Description of Property

The Seippel Bakery and Richard Apartments is located at 531 Third Street in Niagara County, Niagara Falls, New York. It sits at the north end of the city's small historic downtown, half a mile northeast of the Rainbow Bridge to Canada, and a third of a mile east of the Niagara River. To the south along Third Street, the downtown is primarily composed of two-story, early twentieth-century, mixed-use and commercial buildings in a mix of styles; a few mid-century buildings of similar scale are also present. Numerous businesses, shops, and eateries are located in the immediate vicinity at the ground-floor level with apartments or offices above. Further south, and to the other side of Niagara Street, the city's primary east-west artery, there are several large-scale hotels and attractions of modern construction. To the north and east there are residential neighborhoods composed of homes dating to the late nineteenth and early twentieth centuries. The building itself faces west onto Third Street and is abutted by a two-story, early nineteenth-century commercial building to the north and a small, two-story, mid-century motorcourt motel to the south. It is built to the lot line at the front and sides with a grassy open space at the southeast corner of the lot.

The Seippel Bakery and Richard Apartments is a three-story, mixed-use, steel and masonry building in a Renaissance Revival style. Originally constructed in 1913 and then significantly enlarged in 1926, it has an L-shaped plan and a flat roof, with a large three-story block at the front (west) end of the lot and a smaller, two-story portion extending east along the northern lot line. The ground floor of the building is occupied by commercial space while the upper two floors each contain apartment units. At the northeast corner, the two-story portion houses a commercial bakery space connected to the northernmost commercial space. Until 1949, the Seippel family operated their successful bakery business out of one of the building's ground-floor storefronts and the attached commercial bakery, living in a large apartment unit on the second floor and leasing the remaining spaces to residential and commercial tenants. Since that date, the property has changed hands several times but has maintained the original uses of the building at each floor. Both the interior and exterior have been well-maintained over the course of the building's history and both are very intact. The exterior features a number of cast stone details, original shopfronts, and original windows, while the interior contains its original apartment layouts, finishes, and details. As a result, the Seippel Bakery and Richard Apartments retains its setting, location, design, materials, workmanship, association, and feeling that define historic integrity, and it continues to play an important role in the existing historic streetscape of downtown Niagara Falls.

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Exterior

The Seippel Bakery and Richard Apartments is one building which grew and expanded over the course of several decades and, in its current form, consists of portions dating both to 1913 and 1926. The portion at the northeast corner corresponds to the original Seippel Bakery, constructed in 1913. This original part was a long, narrow, two-story, flat-roofed, rectangular brick building that stretched from Third Street through to the alley behind and had a storefront facing Third Street with a commercial baking kitchen facing the alley. In 1926, the Seippel family expanded the property by removing the front (west) half of the 1913 building and constructing in its place, and at twice its width, the existing three-story Renaissance Revival building. From Sanborn maps and some remaining structural evidence, it appears that the north and south bearing walls of the 1913 building were likely reused as part of the new construction, although with the remainder of the finishes and structure dating to 1926. At the rear half of the lot, the eastern portion of the 1913 building, was left connected to the new construction and intact.

The L-shaped building, then, consists of the larger, two-story, 1926 block built to the lot lines at the front and sides of the west end of the lot with the narrower, two-story, 1913 portion extending to the rear along the northern lot line. The 1926 block is roughly square in shape and approximately sixty-five feet wide by seventy-five feet deep. It has a large lightwell at the center and a smaller lightwell centered on each of the side elevations above the second floor. Typical for its urban context, the primary façade is highly articulated in red face brick and cast-stone details while the remaining three sides consist of simple red brick or structural clay tile with regular window openings. The original windows remain throughout and are eight-by-eight steel casement windows with matching transoms over the third floor windows.

The 1913 portion is a simple rectangular volume measuring approximately thirty-five feet wide by fifty-five feet deep. It has a brick masonry structure faced in an orange-brown, iron-spotted face brick with a corbelled cornice on the east and south elevations and unarticulated standard red brick on the north elevation. Regular window openings are present on the north and east sides and have rough-hewn stone sills and segmentally arched brick lintels.

Primary (West) Façade

The primary façade is nine bays wide and largely symmetrically composed. It has three large storefronts across a ground floor faced in cast-stone while, at the two upper floors, there are regular window openings set into the red brick and articulated with a variety of Renaissance Revival details in cast stone. At the ground floor, the three storefronts rest on an eighteen-inch base of polished granite and are each three bays wide with an angled and recessed center entry. The three center bays of the building are slightly wider and here the storefront is shifted off center to accommodate a round-arched single door opening to the north. Each of the storefronts has

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large, plate glass windows sitting atop the granite base with multi-paned steel transoms featuring Luxfer prism glass and a pressed metal cornice above. The transoms are obscured or missing in some places and only the cornice at the northern end is the original, decorative, pressed copper but the storefronts are otherwise largely original. Just north of center, the single door opening is framed by a molded stone archivolt with an oversized scrolled keystone. The upper portion of the door opening contains a decorative, semi-circular, cast-iron grille and transom window with a non-original, metal, four-panel door below. Capping the ground floor is a bas-relief frieze sculpted with a running-dog motif and a simple stone molding.

The upper floors of the building are clad in a variegated red face brick with details in the same pale beige cast stone used below. A group of three windows with stone sills, brick jack arches, and stone keystones is centered on the three outer bays at either end with a pair of matching windows in the center bay. Round-arched single window openings with a molded stone trim and blind tympanum flank the center bay and each has a small projecting stone balcony with turned balustrades supported on large carved stone brackets. At the third floor, each bay contains a rectangular window opening in line with those at the second floor. The windows share a single continuous molded stone sill and are framed by a large cast stone panel set into the brick and capped by a stone entablature. The three center bays are flanked by sculpted stone panels featuring a carved grotesque motif. At the second floor, all of the original, eight-by-eight, steel casement windows remain in the openings with matching windows and small transoms present at the third story. The building terminates in a simple parapet featuring three evenly spaced roundels and a simple stone cornice.

Side (North and South) Elevations

Unlike the primary façade, the sides of the building are faced in structural clay tile with a simple camel-back clay tile coping along the parapet. The first floor of both the north and south elevations is obscured by adjacent abutting buildings. Both elevations have a shallow, centered lightwell four bays in width at the second and third floors with regular single window openings. East and west of the lightwells, the elevations are blank apart from a single window opening at the east end. Extending to the east are the side elevations of the original 1913 portion.

The north side elevation of the 1913 portion is built of standard red brick and is mostly obscured by an abutting single story garage. At the second floor, there are two window openings at the center and a third at the western end, each with a segmentally-arched brick lintel and glass block within the opening. The south elevation of the addition is an iron-spotted, orange-brown face brick. Centered at the ground floor is a single non-original door opening adjacent to an original, wide door opening that has been filled in with blonde brick. Three wide openings are present at the first and second floors of the west end, each with a rough-hewn stone sill and a segmentally-arched lintel. At the western edge, there is a non-original 1926 window opening, similar in size to the others but with a flat steel lintel and a slanted brick sill. All of the original openings are currently filled in

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with plywood or metal panels, while the non-original opening has a pair of casement windows and a transom matching those of the 1926 block.

Rear (East) Elevation

The east face of the building is composed of the rear elevation of the 1926 block to the south with the projecting rear elevation of the 1913 portion to the north. The 1926 block is clad in structural clay tile and has two ground-floor entries, one at the southern end and one within the center lightwell. At each floor, there are single, rectangular window openings in each bay. The openings have brick sills and contain the original, eight-by-eight steel casement windows with a shallow steel transom above similar to those on the primary façade.

The east elevation of the 1913 portion is simple but handsome. Two square window openings are centered on the ground floor with a single doorway aligned at the southern edge. At the second floor, a large doorway occupies the center bay and is flanked by a single tall window opening to either side. Each opening has a rough-hewn stone sill and a segmentally-arched brick lintel. Both window openings at the second floor have original one-over-one double-hung wood windows while the remaining openings are each filled in with plywood.

Interior

On the interior, the 1926 block has three east-west oriented storefronts at the ground floor and five apartment units on each of the upper floors. A staircase between the northern and the center storefronts is entered from the single entry door on the primary facade and provides access to the two apartment floors. A second staircase is located at the center of the rear wall of the building and accesses each floor. On both the second and third floors, a corridor wraps around the center lightwell and connects to each apartment and both stairs. In the 1913 portion of the building, both the first and second floors are largely open floor plans.

At the first floor, the center and the southern storefront spaces have been remodeled several times and have mostly modern finishes. The front (west) portion of each space is an open floor with some partitions at the rear. The center storefront space has non-historic stucco texturing at the walls and ceiling, a mixture of carpeting and linoleum flooring, and non-original gypsum partitions. The southern storefront has a similar mix of carpeting and linoleum flooring with non-historic paneling and stucco texturing at the wall. Throughout, the ceilings are dropped acoustic tile. At the center of the southern space, there are some non-original gypsum partitions while at the western end, some original office partitions still remain. These consist of partial height plaster walls framed in a dark finished wood with some single-panel solid wood doors in a matching finish. In several places, modern wallpaper obscures the original plaster. The partitions are separated from the storefront space by a full-height wall framed in finished wood with a row of transoms across the top.

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The northern storefront retains a number of historic (though perhaps not original) finishes and details. This space also has an open floor plate at the front with a few smaller support spaces enclosed at the rear. In the storefront space, the floors are carpeted but the walls are largely flat plaster with a deep plaster frieze and crown molding. The ceiling is divided into panels by plastered beams running horizontally across the space and visually supported on large plaster corbels punctuating the frieze. In between the corbels, there are decorative plaster panels with a floral motif set into the frieze. The small support rooms to the rear have no historic finishes and are each carpeted with gypsum walls and ceilings.

At the two upper floors, the original layout is fully intact, as are the original finishes and details. The second floor contains a studio apartment at the center of the west wall with two one-bedroom apartments along the southern wall and a third in the northeast corner. The northwest corner contains the largest apartment in the building. This unit has three bedrooms, a large living room, and a large dining room – and was likely the apartment of the Seippel family. The third floor is similar to the second, except that it does not contain a large northwest apartment and instead, two two-bedroom apartments are present along the north wall.

The corridor on each floor has flat plaster walls and ceilings with wood baseboard, chair rail, crown molding, door and window casings, and wood doors throughout. The floor is carpeted over the original hardwood. Both of the staircases are original wood stairs in the original finish. The front stair is enclosed at the first floor, but open at the second and third with turned wood spindles, a molded wood handrail, and decorative square newel posts. The back stair is more modest and has an open railing at each floor with straight balusters, a molded wood handrail, and simple square newel posts.

Each of the apartment units has a living room, dining room, and kitchen, in addition to a bathroom and bedroom(s); the studio units have large living areas with a separate kitchen, bathroom, and sleeping alcove. Throughout, the floors are hardwood and the walls and ceilings are plaster. The doors are all single panel, solid wood doors with wood casings and wood crown molding and baseboard are present throughout. Some units also have small built-ins or French doors. Almost all of the kitchens retain their original built-in cabinetry together with the original wall-mounted, cast-iron sinks. Most bathrooms have original penny tile at the floors, glazed tile with contrasting trim at the walls, and the original porcelain bathtubs. Some water damage is present in select locations, but the building has been well-maintained over the course of its history and, inside and out, is in good condition.

At the 1913 portion of the building, the first floor is an open space with non-historic gypsum walls enclosing a room at the west end. The western half of the space has hardwood floors with walls tiled in original, glazed, white subway tiles and exposed structure at the ceiling. The eastern half of the space has concrete floors and painted, exposed brick walls with the same exposed structure at the ceiling overhead. A non-original wood stair supported on concrete blocks is present in the southeast corner and accesses the east elevation entry. In the

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northeast corner is an exposed steel stair leading up to the second floor. At the second floor, the space is similar to the first floor and consists of an open floor plate. It has painted exposed brick walls and a hardwood floor with exposed wood framing above at the ceiling.

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Seippel Bakery and Richard Apartments
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Statement of Significance:

The Seippel Bakery and Richard Apartments, located at 531 Third Street, is significant as a good representative example of a mixed-use commercial and residential building in the city of Niagara Falls, Niagara County, NY. The building consists of three storefronts and a former commercial bakery below two floors of apartments. Built in two phases, the original bakery portion of the building dates to 1913 and the Richard Apartments and two storefronts were added in 1926. The building is locally significant under Criterion A in Commerce as the site of the Seippel Bakery, which served Niagara Falls for almost fifty years and exemplifies common trends in the bakery industry. The building is also significant under Criterion C in Architecture as a mixed-use commercial building that shows both the expansion of the bakery business over time and the common typology of small apartment buildings that catered to a growing middle class population in Niagara Falls in the 1920s. The mixed-use building reflects the Seippel family's growing prosperity, as the addition both expanded the commercial storefront and added nine apartments for investment income. Additionally, the architecturally sophisticated Renaissance Revival façade for the building helped construct a formal public image for the building and the Seippel family.

Richard Oscar Seippel commissioned the original two-story building at 531 Third Street in 1913 for his bakery business. The building included a commercial storefront and bake shop at ground level, below a second-floor apartment for his family. Seippel ran the Seippel Bakery at 531 Third Street from 1913 until 1949. Over that time, the business expanded according to broader trends in the bakery industry, including production, marketing, and sales techniques. While customers initially visited the commercial storefront to purchase bread and other baked goods, within a few years of operating on Third Street Seippel's offered delivery service and expanded into wholesale accounts. The white sanitary tile lining the kitchen walls reflects concern for sanitation, and the loading docks evidence the importance of delivery and wholesale to remaining viable as bigger companies took larger portions of the bakery market. The company's advertising touted both convenience and sanitation, underscoring the importance of these attributes for commercial bakeries in the twentieth century.

After a decade building his successful bakery enterprise, Seippel both expanded building with commercial and residential units, becoming a landlord. In 1926, he enlarged the building and added nine apartments, for a total of ten apartments in the building, which he called the Richard Apartments. The addition also included two commercial storefronts for the Seippels to rent. The investment in expanding the building pushed the Seippels' enterprises beyond the commercial bakery and into real estate, and it mirrored a broader trend of development on Third Street in the 1920s. Additionally, the design of the Richard Apartments exemplified a building type that emerged in the 1920s to serve a growing national trend of apartment living. Like many urban places across the United States, Niagara Falls experienced both an increase in population and a growing cultural acceptance for apartment living. While higher end apartment buildings, like the Jefferson Apartments in Niagara Falls (NR

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2004), served wealthier residents, more modest building forms catered to middle class residents. Many smaller apartment buildings featured storefronts at ground level, creating mixed-use buildings that contributed to commercial streets in urban neighborhoods.

The Richard Apartments in Seippel's building joined at least seven small apartment buildings erected in Niagara Falls during the mid-1920s for this population. While targeting a more modest income level than luxury apartments, the Richard Apartments still display the "timeless respectability" that investors created to appeal to potential tenants.¹ The eclectic Renaissance Revival ornamentation of the primary façade and a formal name, "The Richard Apartments," projected a formal and reputable identity to the public. The building lacked a grand lobby characteristic of luxury apartment buildings, in part because the first floor was devoted to the Seippel Bakery. Instead, residents entered a small vestibule with mailboxes and ascended a staircase to reach the upper floors. Inside, the apartment layouts and finishes appealed to middle class tenants. For example, the units contained distinct living and dining areas with French doors and simple wood trim throughout.

The period of significance pertaining to these criteria begins in 1913 and ends in 1949, beginning with the construction of the original bakery building and ending with the Seippel family's sale of the property. While a bakery continued to operate in the building until 1976, the era during which the Seippel family owned and operated the building encapsulates the architectural and commercial significance of the property. This period includes the addition of the Richard Apartments in 1926 and the reconfiguration of the kitchen during Seippel's occupancy. The bakery and commercial spaces reflect the change over time expected of commercial enterprise while the apartments are remarkably intact, with all of the layouts and many original materials dating to the 1920s design. Together, the commercial bakery and the apartments provide a connection to the early twentieth century development in Niagara Falls, when mixed-use buildings like the Seippel Bakery and Richard Apartments served a growing population with diverse needs.

Richard Oscar Seippel (1876-1953)²

Richard Oscar (R.O.) Seippel was born in Ohio in 1876. In 1882, his family moved to Niagara Falls, where his father ran a grocery store and later a hotel, meeting hall, bowling alley, and liquor store at 829 Main Street.

¹ Michael Doucet and John Weaver, *Housing the North American City* (Montreal: McGill-Queen's University Press, 1991), 406.

² Seippel is listed as both Richard O. Seippel and R. Oscar Seippel in city directories. Elsewhere, he used R.O.

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Seippel worked briefly for the Oneida Community silverware manufacturers before joining Schneblen's Bakery in 1898.³ French-born owner Xavier Schneblen operated the French and American bakery at the corner of Ferry and Fourth Streets.⁴

By 1901, Seippel ran his own bakery at 617 Pine Avenue, the commercial spine of Niagara Falls' "Little Italy," and he lived above the shop. Advertising on the front cover of the Niagara Falls city directory that year, the Seippel Bakery boasted products beyond basic bread: "Fancy Pastry, A Specialty."⁵ Seippel likely learned those skills from Schneblen, who worked as a pastry chef for the Cataract House, one of the oldest and most prominent hotels and restaurants in Niagara Falls, before opening his bakery.⁶

Seippel's tenure on Pine Avenue was short-lived, however, and the following year (1902) he lived and worked at 545 Main Street.⁷ Seippel remained on Main Street until 1913, when he commissioned the mixed-use building at 531 Third Street to house his bakery and an apartment for his family. The Seippel Bakery operated from 531 Third Street until 1949, when Seippel retired. Seippel married Agnes Baker in 1898, and the couple had two daughters.⁸ He died in 1953 and was interred at the Oakwood Cemetery in Niagara Falls.⁹

The Seippel Bakery and the Commercial Baking Industry

R.O. Seippel established his bakery company around 1901, at the beginning of what some historians have dubbed the baking industry's "Golden Era."¹⁰ Between 1900 and 1930, demand for commercially baked goods increased at an unprecedented rate alongside rising incomes and urbanization patterns, while technological advances in the kitchen ensured more consistent and higher quality products. By 1930, commercial bakeries produced 60 percent of bread consumed in the United States, and the figure rose to over 80 percent by 1945.¹¹ These numbers marked a departure from historical patterns, when housewives or maids baked bread for each individual household.

³ *Waite's Directory of the City of Niagara Falls 1896* (L.P. Waite & Company: Niagara Falls, 1896), 240; *Waite's Directory of the City of Niagara Falls 1897* (L.P. Waite & Company: Niagara Falls, 1897), 251; *Waite's Directory of the City of Niagara Falls 1898* (L.P. Waite & Company: Niagara Falls, 1898), 241.

⁴ *Bards & Company's Classified Business Directory of Western New York For the Years 1898-99* (New York: Bards & Company, 1899), 424.

⁵ *Waite's Directory of the City of Niagara Falls 1901* (L.P. Waite & Company: Niagara Falls, 1901), 267, front cover.

⁶ *Waite's Directory of the City of Niagara Falls 1894* (L.P. Waite & Company: Niagara Falls, 1894), 195.

⁷ *Waite's Directory of the City of Niagara Falls 1902* (L.P. Waite & Company: Niagara Falls, 1902), 267.

⁸ "Seippel-Baker Nuptials," *Niagara Falls Gazette*, November 30, 1898, front page.

⁹ "Richard Seippel, Retired Owner of Bakery, Dies," *Niagara Falls Gazette*, March 27, 1953, 19.

¹⁰ William G. Panschar, *Baking in America: Volume 1 Economic Development* (Evanston: Northwestern University Press, 1956), 111.

¹¹ *Ibid.*, 95, 228.

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Encouraged by his success and investing in the longevity of his business, Seippel built the Seippel Bakery at 531 Third Street in 1913. The Third Street site was conveniently located around the corner from 545 Main Street, where Seippel operated from 1902-1913, helping to preserve his established clientele during the move (see Sec.11, page 8). Designing his own bake shop and commercial space also allowed Seippel to build for technology and operations that facilitated greater output and distribution.

Seippel's 1913 bake shop consisted of a storefront facing Third Street with a commercial kitchen behind, extending to the alley. A wall separated the two areas, ensuring that visitors to the storefront did not see the back operations. Above the ovens and preparation spaces of the bake-shop, an unfinished second floor offered storage space for flour and other materials.

This basic layout was typical of bakeries in Niagara Falls. The 1914 Sanborn maps show the Gay Brothers Bakery at 1527 Main Street (not extant) and Karl Hess's Bakery at 612 Niagara Street (extant) following the same pattern.¹² Each has a commercial storefront on the first floor with a bake house, including ovens, in the rear portion that is separated from the front by a wall (see Sec.11, Pg.9). This arrangement separated the preparation and work space from the more formal customer-oriented front part of the store, lending a professionalism to the market exchange. It also kept the heat and steam produced in the baking process confined to the work space and promoted sanitation.

A professional image was important in securing consumer trust, as buying baked goods was a relatively new concept in the early twentieth century. Early retail bakers competed against skepticism that commercially made bakery products would be as high-quality as homemade.¹³ Promoters of the Seippel Bakery counteracted this belief with an amusing and unassuming endorsement of the bakery as a stand-in for home baked products. The *Niagara Gazette* published a comical short story in 1913 in which a husband, Dick, did not know that his wife, Grace, was buying bread and other items from the Seippel Bakery instead of baking them herself. In the account, Dick suggests to Grace that they start to buy from Seippel's, reasoning that they will save money by ceasing to waste money on bulk items that were not fully used. In addition to the economic incentive, Dick explains, the Seippel bakery delivers fresh bread daily and offers a variety of special items for guests "merely by calling [Mr. Seippel] up on the phone." Dick's appeals were "no news to Grace...[who] had been buying a great deal of bread and other table delicacies from Seippel's, only she had said nothing to Dick about it."¹⁴ This amusing story appealed to readers and ameliorated potential concerns that commercial bakery products were not a worthwhile purchase.

¹² "Bakers," *Niagara Falls City Directory for 1914* (Roberts Brothers Company: Niagara Falls, 1914), 544.

¹³ Panschar, *Baking in America*, 96.

¹⁴ "How 'Twas Played on Dick By Wise Mistress of His Home," *Niagara Falls Gazette*, March 7, 1913, 5.

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Technology also played a large role in the professionalization of bakeries in the early twentieth century. At the time Seippel constructed his bakery in 1913, mechanization in the baking industry was increasingly changing the traditional mode of small batch, hand mixed bread and pastry items. As bakers of all sizes incorporated technology into their operations, bakery employees acted more like engineers operating equipment on an assembly line than artisan craftsmen.¹⁵ While some mechanization started around 1900, the fermentation, rounding, and proofing stages of bread baking evaded mechanization for decades.¹⁶ Among the earliest machines were dough mixers and egg beaters, and by 1913, *The National Baker* declared, “The day of hand mixing of bread and cake doughs in any bakery, large or small, is rapidly passing away; indeed, it is nearly past.”¹⁷ Throughout that year, advertisements for bread wrappers, pan washer and greaser machines, various “modern” ovens, and automobiles to replace horse-drawn delivery carriages reinforced the image of the industry as a mechanized, scientific endeavor.

As bakery kitchens became more mechanized, output increased as well, and larger companies served wider geographic areas. While most bakeries before 1900 were single shops with fewer than five employees, trends across United States shifted towards bigger companies. Between 1909 and 1914, the percentage of bakery employees working for firms with one to five people fell from 36 to 29 percent.¹⁸ At the same time, companies created wider service areas, as branch locations or depots and home delivery services became increasingly common in the 1920s.¹⁹

As the city of Niagara Falls grew in the first decades of the twentieth century, bakeries opened in expanding neighborhoods. The city directory listed ten bakers in 1901, twenty in 1913, nineteen in 1920, and eighteen in 1927. Gay’s Bakery operated one store in 1913, four store locations in 1920 and six in 1927, exemplifying the branch location tactic that peaked in the 1920s.²⁰

Seippel distinguished himself from growing competition in the city by expanding into wholesale retail while also continuing his commercial storefront for walk-in customers. The Niagara Falls city directory included a section for wholesale bakers for the first time in 1915. That year, Gassler’s Bakery was the only company in the new category, but the Seippel Bakery joined as the second wholesale baker the following year.²¹ The two

¹⁵ Panschar, *Baking in America*, 123.

¹⁶ Ibid., 113.

¹⁷ Frank P. Hill, “Sanitary Suggestions for Bakeries,” *The National Baker* 18, vol. 204 (January 1913): 40.

¹⁸ Department of Commerce Bureau of the Census, *Census of Manufacturers: 1914 New York* (United States Government Printing Office: Washington, D.C., 1918), 49.

¹⁹ Panschar, *Baking in America*, 132, 133.

²⁰ *Niagara Falls City Directory for 1913* (Roberts Brothers Company: Niagara Falls, 1913), 545; *Niagara Falls City Directory for 1920* (Roberts Brothers Company: Niagara Falls, 1920), 476; *Niagara Falls City Directory for 1927* (Roberts Brothers Company: Niagara Falls, 1927), 628.

²¹ *Niagara Falls City Directory for 1915* (Roberts Brothers Company: Niagara Falls, 1915), 575; *Niagara Falls City Directory for 1916* (Roberts Brothers Company: Niagara Falls, 1916), 628.

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companies remained the only wholesale bakeries for decades.²² The rear of the Seippel Bakery fronted an alley that accommodated deliveries, and a loft door on the back elevation offered access to the second story storage space.

Alongside the Seippel Bakery's step towards larger production and distribution, Seippel's marketing emphasized two common issues in the industry across the country: quality and sanitation.²³ "Everything Pure, Clean and Nutritious," one 1916 advertisement boasted.²⁴ Two 1915 advertisements noted that the Seippel Bakery double wrapped its loaves of bread for protection and assured readers that products were "Baked in Seippel's New Sanitary Bakery."²⁵ Advertisements also highlighted the quality ingredients behind the "Wholesome Wheat Flavor," of Seippel bread. The process included unbleached flour raised with Fleischmann's yeast and was "prepared in a spotlessly clean bake shop."²⁶ Providing a well-known brand name tapped into the growing awareness of brand name recognition that grew alongside increased expectations and consumer confidence in the quality of commercially baked goods. Finally, the Seippel Bakery touted its convenient delivery system, which brought freshly baked items "straight to your house from our bakery."²⁷

By 1930, Seippel was in the minority as a one-store retailer. Between 1900 and 1930, traditional one store bakery retailers declined from 75 percent to 20 percent of the market.²⁸ In 1913, observers anticipated the takeover of larger businesses: "Already large capitalists are casting longing eyes on the field occupied by the retail baker."²⁹ As scales of economy won out, wholesale and institutional sales increased, and grocery stores started building their own bakeries, cutting out smaller businesses that previously provided baked items for sale. The Seippel Bakery supplemented its business with institutional contracts, including one with the Niagara Falls School District.³⁰

By the time the Seippel Bakery closed in 1949, the bakery industry was drastically different than it had been fifty years earlier. Like many other industries, changing structural dynamics by the mid-twentieth century encouraged big businesses while small enterprises struggled to remain viable. When Gassler's closed its doors in 1946, after seventy-two years in business, the *Niagara Falls Gazette* lamented the loss of a local landmark – and framed it as a victim of modern economy: "In our rapidly changing economy, in which mass production and mass distribution are the tests of survival, many businesses geared to the pace of another era fall by the

²² Gassler's closed in 1946. See "Gassler's Bakery to End Business Life Tomorrow," *The Niagara Falls Gazette*, March 8, 1946. Bakeries Clipping Folder, Niagara Falls Public Library.

²³ Panschar, *Baking in America*, 97, 99.

²⁴ *Niagara Falls City Directory for 1916*, 5.

²⁵ "Advertisement," *The Niagara Falls Gazette*, July 1, 1915, 5; "Advertisement," *The Niagara Falls Gazette*, August 6, 1915, 2.

²⁶ "Advertisement," *The Niagara Falls Gazette*, July 1, 1915, 5.

²⁷ "Advertisement," *The Niagara Falls Gazette*, August 6, 1915, 2.

²⁸ Panschar, *Baking in America*, 122.

²⁹ Hill, "Sanitary Suggestions for Bakeries," *The National Baker*, 40.

³⁰ "Board of Education," *The Niagara Falls Gazette*, April 14, 1943, 21.

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wayside.”³¹ While R.O. Seippel’s obituary states illness as reason for closing, the shift towards larger companies was also changing the viability of smaller stores like his.

Expanding the Building and the Enterprise: Commercial Storefronts and The Richard Apartments

The success of the bakery allowed the Seippels to develop their existing bakery business and to branch out into real estate development. In 1926, R.O. Seippel commissioned a sizable expansion to 531 Third Street that consisted of the Richard Apartments and a new, sophisticated façade featuring two new storefronts. The Seippels’ income from the nine residential and two commercial units supplemented the bakery business. As the business climate increasingly challenged small bakeries, the choice to expand the building at 531 Third Street with rental units proved to be a smart investment.

Commercial Storefronts

The 1926 expansion included two additional storefronts at 527 and 529 Third Street that contributed to the growing commercial development of the street. Additionally, there were several connections between the commercial tenants and the residential tenants of the Richard Apartments. The Niagara Falls Gas & Electric Light Company occupied the storefront at 527 Third Street from 1927 to 1930, and Claude Hofert, the new business manager for the company, lived in Apartment 4 at the Richard Apartments between 1927 and 1929. Ruth Knox ran the Antique Studio at 529 Third Street from 1927 to 1929 before the Kahn Interior Decoration company began operating from that address. The owner of the latter company, Philip Kahn, lived in Apartment 5 at the Richard Apartments in 1930.

Later, the storefronts at 527 and 529 Third Street attracted grocery and pharmacy businesses, respectively. In 1931, the Great Atlantic & Pacific Tea Company had a branch at 527 Third Street, and by 1951, JR Saul & Son groceries operated from the location. In 1938, Edwin Cole ran a drugstore at 529 Third Street and by 1951, the site hosted Ulrich’s Pharmacy.³²

The Richard Apartments

The majority of the 1926 addition to the building at 531 Third Street consisted of the Richard Apartments. Apartment living in the United States grew in popularity in the early twentieth century, and by 1926, apartment design had developed into a specialty design field. Prior to the late nineteenth century, multi-family residential buildings were generally associated with crowded tenement houses in cities like New York City, and books like

³¹ “Another Landmark Passes,” March 9, 1946. Bakery Clipping Folder at the Niagara Falls Public Library, Niagara Falls, New York.

³² *City Directory for Niagara Falls*, 1931; *City Directory for Niagara Falls*, 1951.

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Jacob Riis's *How the Other Half Lives* (1890) exposed unthinkable conditions.³³ However, as regulations curbed the most atrocious aspects of tenement houses, multi-family units appealed to the economic sense and shifting social norms in American society. As industrial cities like Niagara Falls fostered growing middle class populations, apartment buildings in residential neighborhoods offered an alternative to living in congested downtown districts.³⁴

Constructed in 1906, the Lochiel Apartments at Buffalo and Third Streets were among the earliest apartments constructed in Niagara Falls that catered to wealthier residents. An advertisement boasted its aesthetic inspiration, being "modeled after the big and fashionable apartment houses in other cities."³⁵ The Jefferson (NR 2004) opened in 1925, providing Niagara Falls with another luxury apartment building.

Other apartment buildings catering to the middle class emerged later in the early twentieth century. The Richard Apartments at 531 Third Street was one of over twenty new apartment complexes in Niagara Falls that catered to a growing population in the 1920s. While the city directory reported thirty-six apartment houses in 1920, that figure rose to fifty-seven in 1927.³⁶

Like the Richard Apartments, many apartment developers in the city used the practice of naming apartments, which became fashionable and "assigned distinction" to the buildings and their residents.³⁷ In 1918, several "medium priced flat dwellings" went on the market, and several more followed in the 1920s: The Yates (460 Third Street), the Knack (466 Third Street), the Sagamore (Third and Main Street), and the Murphy (215 Fourth Street) were modest apartment buildings catering to middle class residents.³⁸ Following a similar model as the Seippel Bakery and Richard Apartments, local architect Albert Ella designed a mixed-used block at Niagara and Third Streets that featured ten apartments above one large storefront.

While the Park Place Apartments and the Sagamore Apartments contained close to twenty apartments, the Tearney Apartments (463 Third Street), the Moore Building (451 Third Street), and the Yates each contained

³³ Jacob Riis, *How the Other Half Lives: Studies among the tenements of New York* (New York: Charles Scribner's Sons, 1890).

³⁴ National Register of Historic Places, The Wayne and Waldorf Apartments, Buffalo, Erie County, New York, National Register #14NR06575, Sec.8, Pg. 1.

³⁵ "Elegant New Apartments To Open This Week," *Daily Cataract Journal*, January 18, 1906, 6. Buildings Clipping Folder at the Niagara Falls Public Library, Niagara Falls, New York.

³⁶ *Niagara Falls City Directory for 1920* (Roberts Brothers Company: Niagara Falls, 1920), 473; *Niagara Falls City Directory for 1927* (Roberts Brothers Company: Niagara Falls, 1927), 624-5.

³⁷ Doucet and Weaver, *Housing the American City*, 406.

³⁸ "Building Operations in the City of Niagara Falls Reach Record Total of \$2,081, 186," *The Niagara Falls Gazette*, December 31, 1918. Buildings Clipping Folder at the Niagara Falls Public Library, Niagara Falls, New York; "The Handsome New Sagamore Apartment Building," *The Niagara Falls Gazette*, May 6, 1927, 23. Buildings Clipping Folder at the Niagara Falls Public Library, Niagara Falls, New York; "The Beautiful New Murphy Apartments," *The Niagara Falls Gazette*, December 17, 1927, 7. Buildings Clipping Folder at the Niagara Falls Public Library, Niagara Falls, New York.

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eight apartments. The Richard, with ten apartments, was in line with the scale of these smaller buildings nearby. Including the Seippel's own apartment, the Richard Apartments included ten units: one studio, three one-bedroom, and one three-bedroom units on the second floor, and one studio, two one-bedroom, and two two-bedroom units on the third floor. The studios measured approximately 370 square feet, the one-bedrooms were 550 and 620 square feet, the two-bedrooms contained 860 square feet and the largest unit consisted of almost 1300 square feet. With exception of the studios, each apartment had a living room, dining room, and kitchen, in addition to a bathroom and bedroom(s).

In keeping with the prevailing design advice of the time, many of apartment buildings in Niagara Falls employed nods to different classic revival styles. The *American Apartment Houses of Today*, published in 1926, implored designers to create a dignified façade but not to “adhere too rigidly to any one style or period.”³⁹ In contrast to single family homes, where the owner had full control over the aesthetic, apartment buildings needed to bolster broad appeal to a wide tenant base. Historical references conveyed a respectable identity to the building but did not overdo any particular style. The new façade of the Seippel Bakery and Richard Apartments adhered to this principal, which also privileged the quality of design and workmanship to foster confidence and pride in living there.

Inside, the layout of the Richard Apartment follows best practices for apartment design. Public rooms like the living, dining, and kitchen are separated from the more private bedrooms and bathrooms, and a central courtyard and light wells enable natural lighting to most rooms. Instead of a full dining room, smaller apartments have a “dining alcove,” a novel development responding to objections of tenants who “do not like the idea of eating in the living room.”⁴⁰ French doors punctuated the separation between the living room and dining room. In addition to wood floors, the apartments featured built-in cabinets in the living room and kitchen and a penny tile bathroom floor with porcelain bathtub. Other modern conveniences included steam heating.

Tenants of the Richard Apartments

City directories reveal a variety of occupations held by tenants of the Richard Apartments. The middle class residents primarily held white collar jobs, including lawyers and managers and clerks for local industries, and teachers, and small business owners.

Several business owners lived in the Richard Apartments. Guy Terhune, who ran a grocery and meat store at 345-47 Third Street, lived in Apartment 6 from 1927 to 1929. Philip Kahn rented the storefront at 529 Third Street in 1929 for his interior design firm and he lived in Apartment 5 the following year. Esther Sax, who lived

³⁹ R.W. Sexton, *American Apartment Houses of Today* (New York: Architectural Book Publishing, 1926), XIV.

⁴⁰ Ibid., XII-XIII.

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with her husband George in Apartment 6 from at least 1929 to 1938, ran a millinery. In 1931, her store was located at 330 Third Street, and by 1938 had moved to 124 Falls Street.

While it appears that most tenants were either single or married couples where only the husband worked, there are dual income couples also lived in the building. In addition to the Saxes, noted above, the Hurds, who lived at the Richard Apartments in 1938, both worked; Norman was employed by the Universal Credit Company and his wife Ruth taught at the Evershed School. The city directories also reveal a fair amount of turnover, dressmaker Dollie Keith, in Apartment 2, was the only tenant besides the Seippels to remain in the building for its entire first decade. These patterns suggest that the Richard Apartments attracted upwardly mobile individuals and couples adhering to a traditional middle class pattern of a single working patriarch.

Post-1949 Uses of the Building

Two bakery businesses used the commercial kitchen and storefront at 531 Third Street for over two decades after R.O. Seippel vacated the site. Each business also operated other locations simultaneously, exemplifying the shift in the bakery business model towards larger companies with branch locations.

Between 1949 and 1954, Phyllis and Samuel Sheusi operated Phyllis's Bakery at 531 Third Street. The company consisted of two locations, one on Third Street and another at 1924 Pine, where the Sheusis lived.⁴¹ In 1954, the DiCamillo Bakery moved into the building and remained on site until 1976. The DiCamillo Bakery started in 1902 and in 1958 operated stores at 1268 N. Military Road and 1924 Pine Ave in addition to the Third Street location.⁴²

The storefronts housed a number of different businesses in the latter half of the twentieth century. Frank Johnson operated a liquor store at 529 Third Street for over two decades, from 1960 through 1980. By 1980, a party supply store ran out of the storefront 531 Third Street. The next decade, a salon occupied 527 Third Street, while the Kane Brokerage real estate took over 529 Third Street. The storefronts hosted a variety of enterprises until c.2010, while the apartments remained occupied until 2016.

Builder: John Smith and Son

John Smith and Son was a local contracting firm in Niagara Falls composed of John Smith and his son, Edison C. Smith.⁴³ John Smith was born in Aberdeen, Scotland, in 1866 and immigrated to America in 1888. His son,

⁴¹ "Phyllis' Bakery," *The Niagara Falls Gazette*, August 4, 1950, 16.

⁴² *City Directory for Niagara Falls for 1958* (Niagara Falls, 1958), 138.

⁴³ "Prominent Falls Builder Killed," *The Niagara Falls Gazette*, May 11, 1936, 5.

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Edison C. Smith, was born in 1894 in Niagara Falls.⁴⁴ The firm was very active in the 1920s and built a number of buildings in Niagara Falls during this period. The 1926 addition to the Seippel Bakery was one of the many buildings built by John Smith and Son. The contracting firm was also responsible for building a pumping station in 1925 and School 19 on Center Avenue in 1926 (extant).⁴⁵ In 1927, the firm built a school administration building at Walnut Avenue and Sixth Street (extant, NR 2014) and in 1928 they built a police substation at the corner of Main Street and Ontario Avenue (not extant).⁴⁶ Other buildings John Smith and Son helped erect include the South Avenue Masonic Temple (extant), Mount St. Mary's Hospital, and a number of large residences within Niagara Falls.⁴⁷ John Smith died in 1936 following a car accident; Edison C. Smith died of natural causes in 1987.

Summary

The Seippel Bakery and Richard Apartments exemplify the mixed-use residential and commercial buildings that served a growing population in Niagara Falls during the early to mid-twentieth century. The family-owned bakery expanded in accordance with national trends and features such as the remaining sanitary tile and loading dock speak to the particular concerns of the business. The apartments added in the 1926 building expansion served a growing middle-class population and contributed to a broader trend of apartment buildings and small mixed-use development in the area around Third Street. The building is significant for its architectural and commercial importance to the local community.

⁴⁴ U.S. Department of the Interior, *Report on the Population of the United States: Twelfth Census, 1900* (Washington, DC: Government Printing Office, 1900), 14.

⁴⁵ "Table Request to Increase Capacity City Water Plant," *The Niagara Falls Gazette*, June 2, 1925, 13; "Board of Education," *The Niagara Falls Gazette*, August 21, 1926, 20.

⁴⁶ "Contracts for New Police and Comfort Station are Awarded," *The Niagara Falls Gazette*, August 8, 1928, 5; "Board of Education Lets Contracts for Construction Work," *The Niagara Falls Gazette*, August 6, 1927, 1.

⁴⁷ "Prominent Falls Builder Killed," *The Niagara Falls Gazette*.

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Verbal Boundary Description

The boundary is indicated with a heavy line on the attached maps with scale.

Boundary Justification

This boundary includes all property historically and presently associated with the Seippel Bakery and Richard Apartments.

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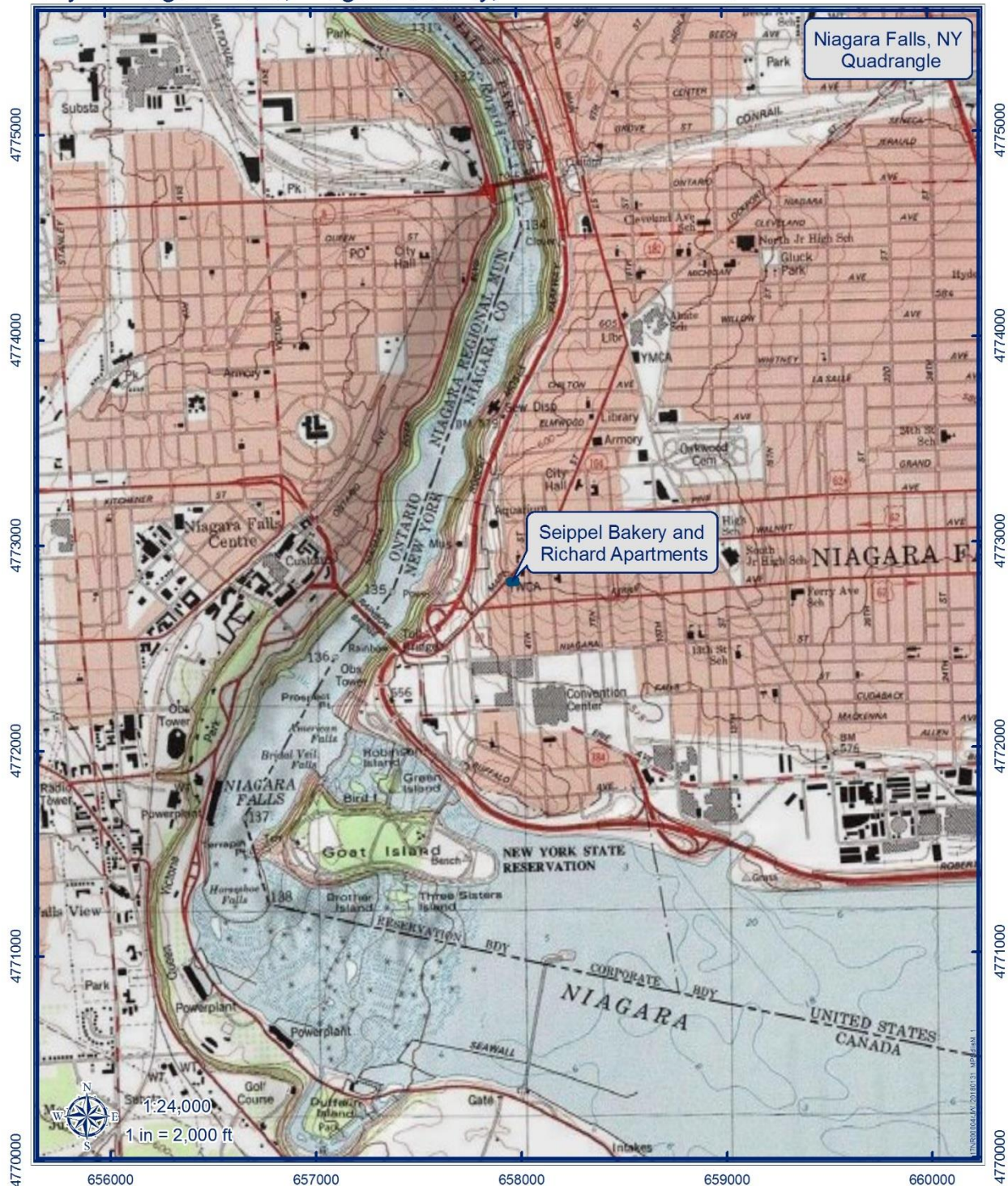
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Seippel Bakery and Richard Apartments
City of Niagara Falls, Niagara County, NY

531 third Street
Niagara Falls, NY 14301-1547



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

0 5501,100 2,200 Feet

 Bakery & Apartments



Parks, Recreation
and Historic Preservation

United States Department of the Interior
National Park Service

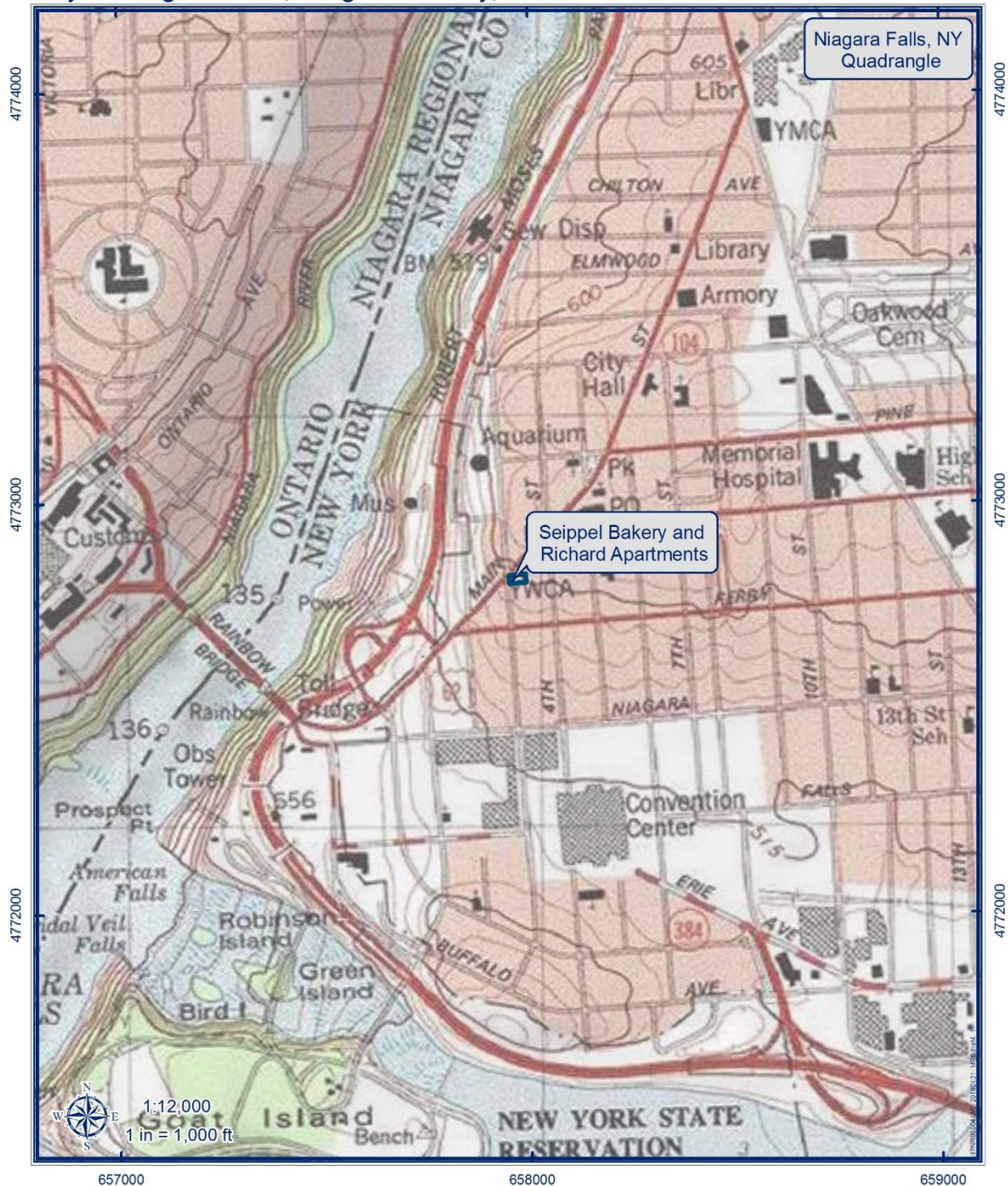
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Seippel Bakery and Richard Apartments
Name of Property
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Seippel Bakery and Richard Apartments
City of Niagara Falls, Niagara County, NY

531 third Street
Niagara Falls, NY 14301-1547



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

0 290 580 1,160 Feet

 Bakery & Apartments



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Seippel Bakery and Richard Apartments
City of Niagara Falls, Niagara County, NY

531 third Street
Niagara Falls, NY 14301-1547



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

0 70 140 280 Feet

 Bakery & Apartments



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Additional Information

List of Photographs

Name of Property: Seippel Bakery and Richard Apartments
City or Vicinity: Niagara Falls
County: Niagara
State: NY
Name of Photographer: Derek King; Mike Puma
Date of Photographs: September 2017
Number of Photographs: 9

NY_Niagara County_ Seippel Bakery and Richard Apartments _0001
West elevation, facade, camera facing east

NY_Niagara County_ Seippel Bakery and Richard Apartments _0002
West elevation, storefronts, camera facing northeast

NY_Niagara County_ Seippel Bakery and Richard Apartments _0003
East elevation, rear of building showing commercial bakery space

NY_Niagara County_ Seippel Bakery and Richard Apartments _0004
First floor, southern commercial space, camera facing west

NY_Niagara County_ Seippel Bakery and Richard Apartments _0005
First floor, northern commercial space, camera facing southwest

NY_Niagara County_ Seippel Bakery and Richard Apartments _0006
First floor, bakery space, camera facing northwest

NY_Niagara County_ Seippel Bakery and Richard Apartments _0007
Second floor, hallway and staircase, camera facing south.

NY_Niagara County_ Seippel Bakery and Richard Apartments _0008
Second floor, apartment, showing typical detail, camera facing east.

NY_Niagara County_ Seippel Bakery and Richard Apartments _0009
Third floor, apartment, showing typical bedroom and bathroom, camera facing northwest.

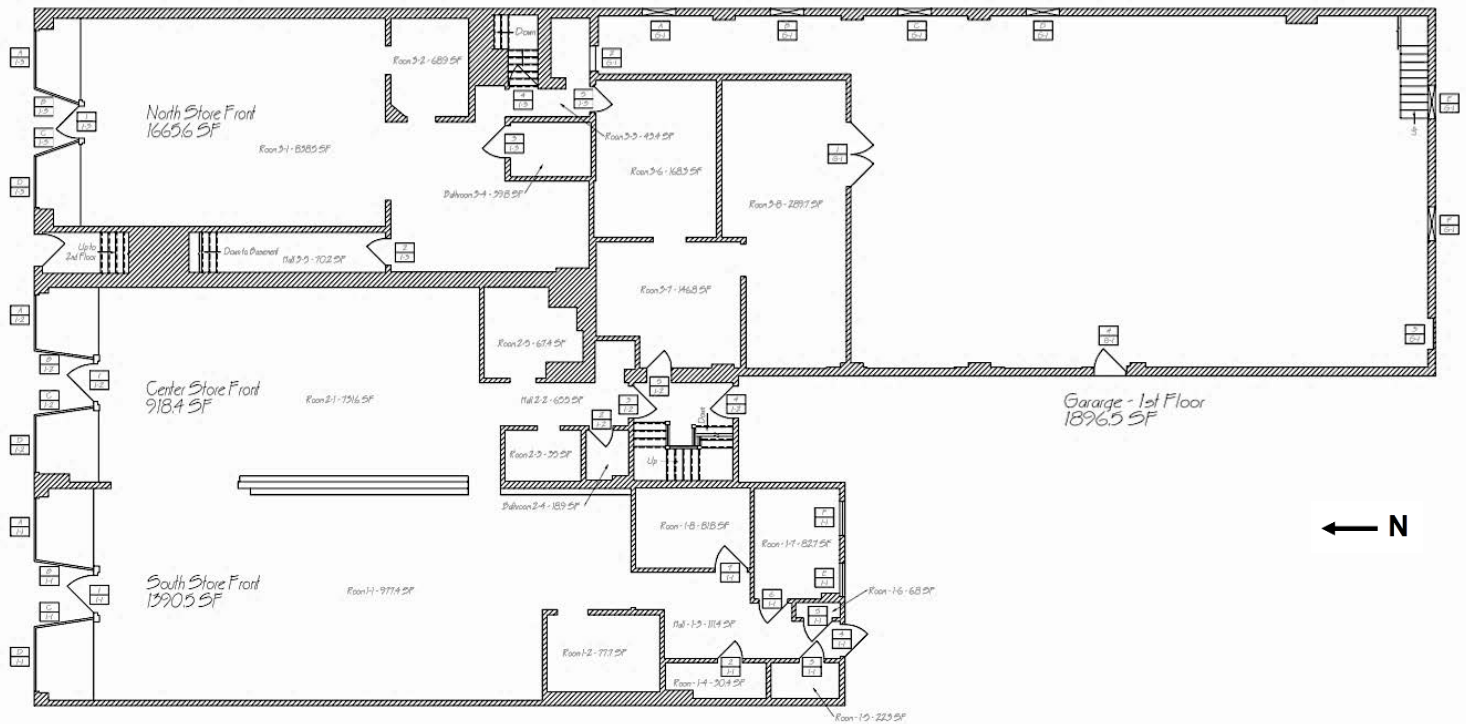
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County and State

Existing Conditions Plans



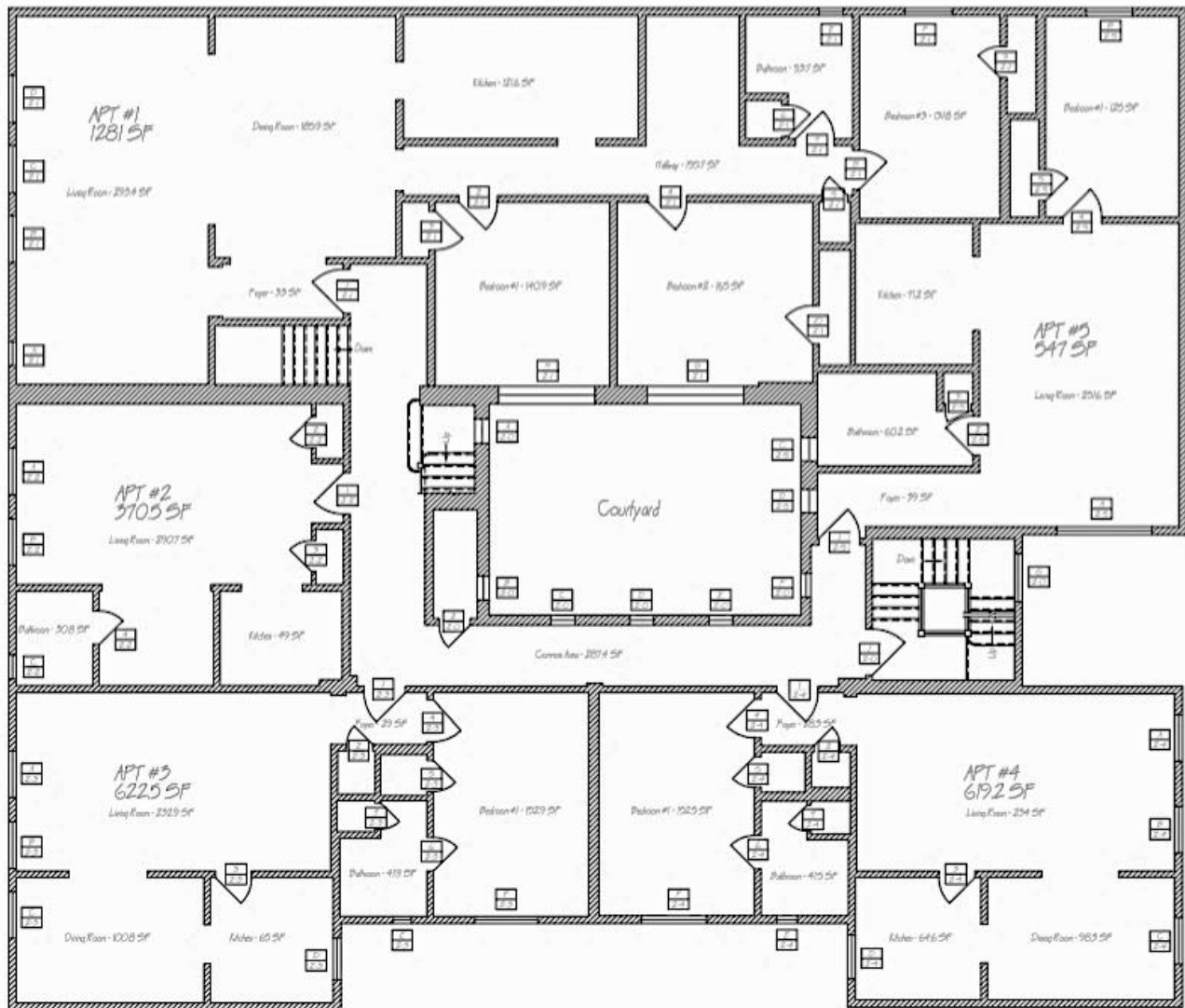
First Floor, Existing Conditions Plan
Not to scale

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 3

Seippel Bakery and Richard Apartments
Name of Property
Niagara County, New York
County and State



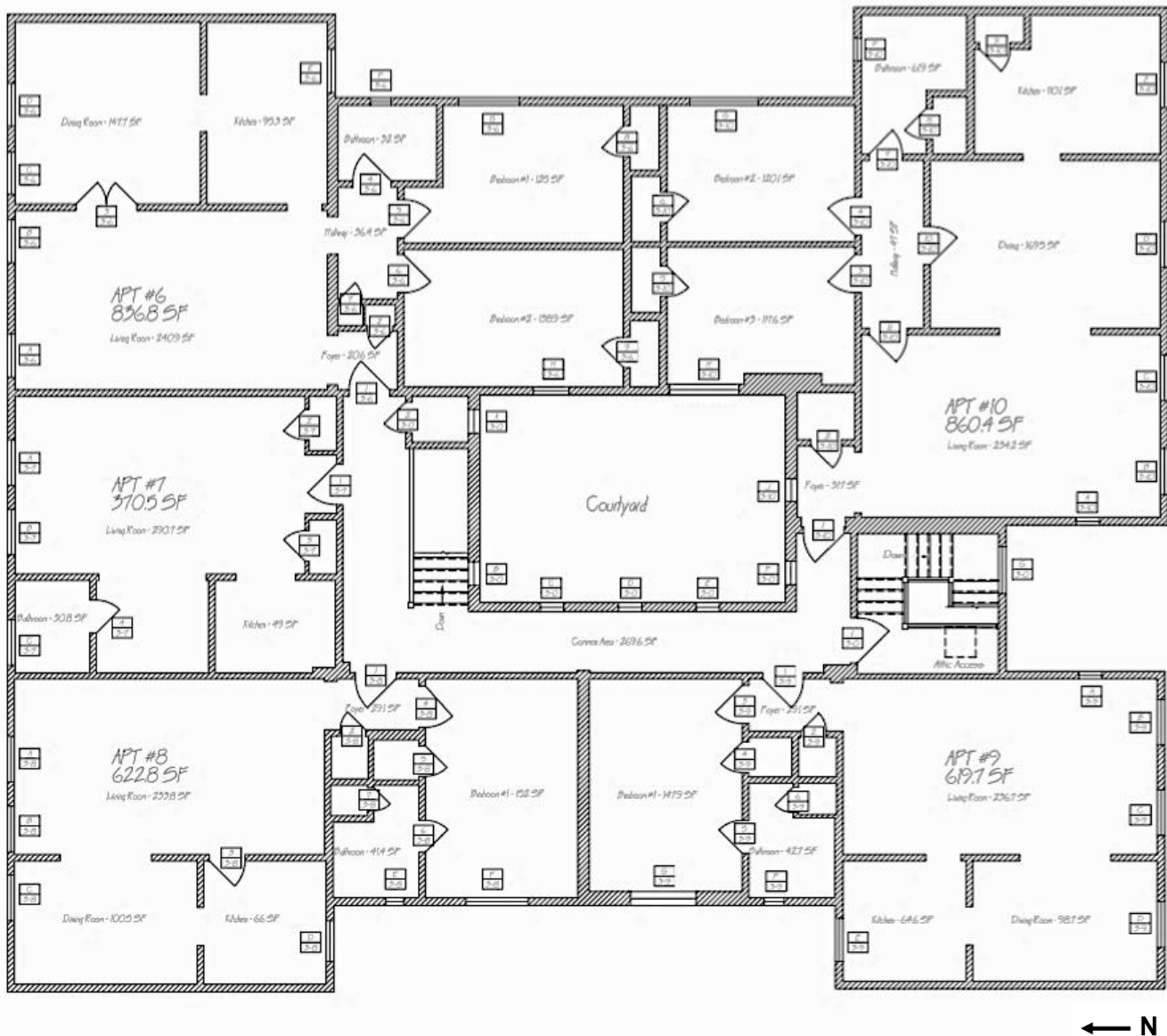
Second Floor, Existing Conditions Plan
Not to scale

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 4

Seippel Bakery and Richard Apartments
Name of Property
Niagara County, New York
County and State



Third Floor, Existing Conditions Plan
Not to scale

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

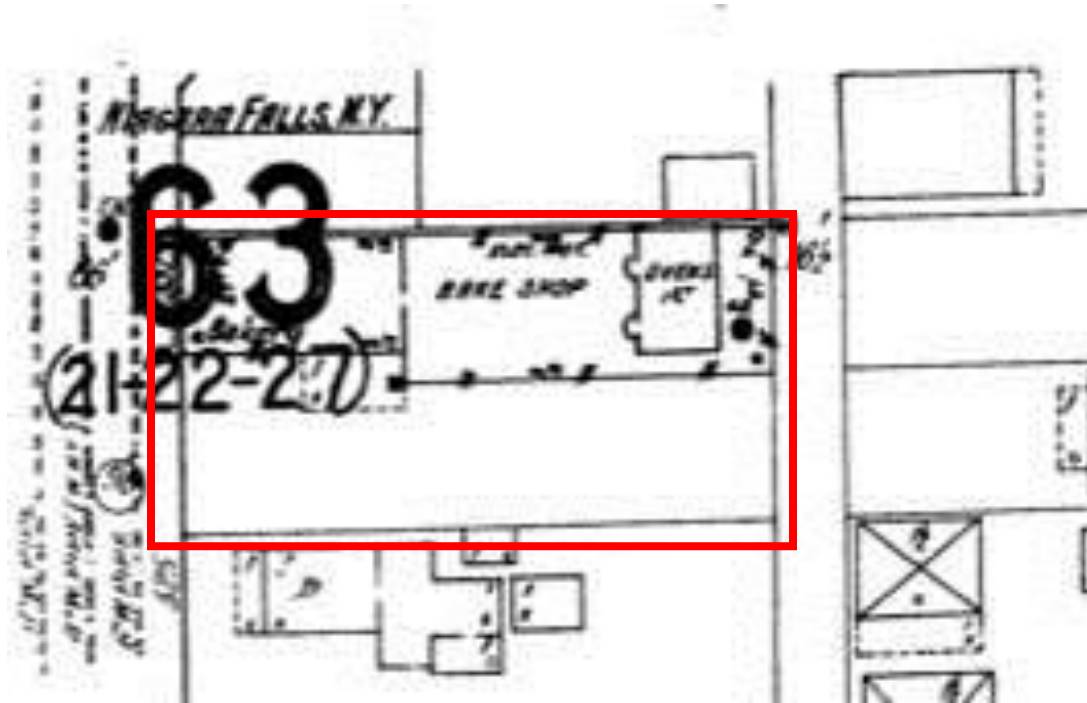
Section 11 Page 5

Seippel Bakery and Richard Apartments

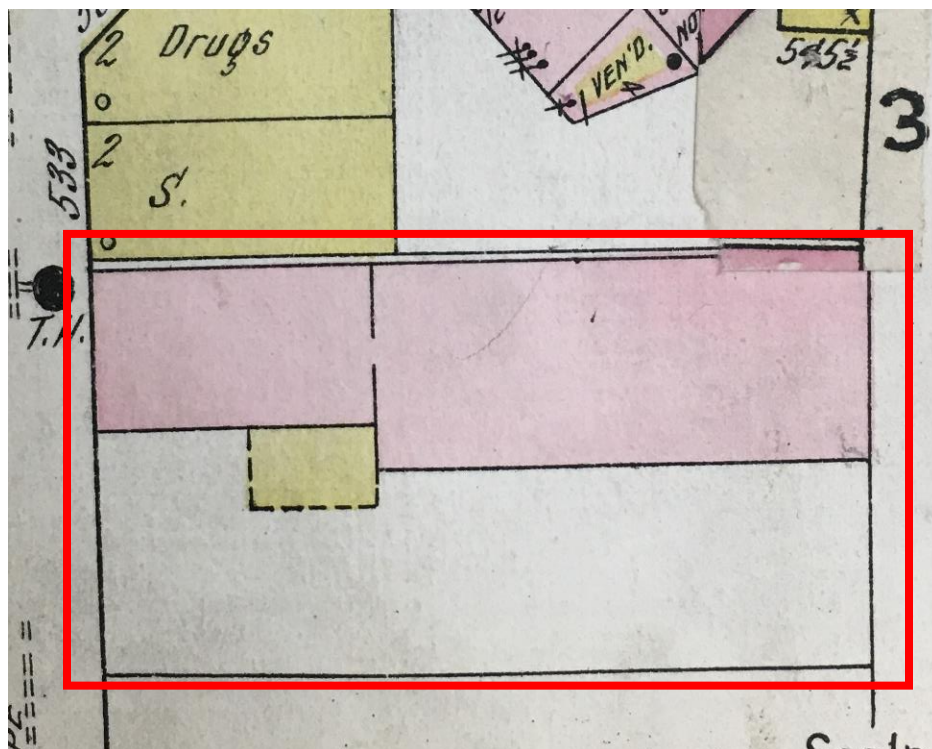
Name of Property

Niagara County, New York

County and State



Sanborn Map, 1914 (digital version, top; print version below)



United States Department of the Interior
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Continuation Sheet

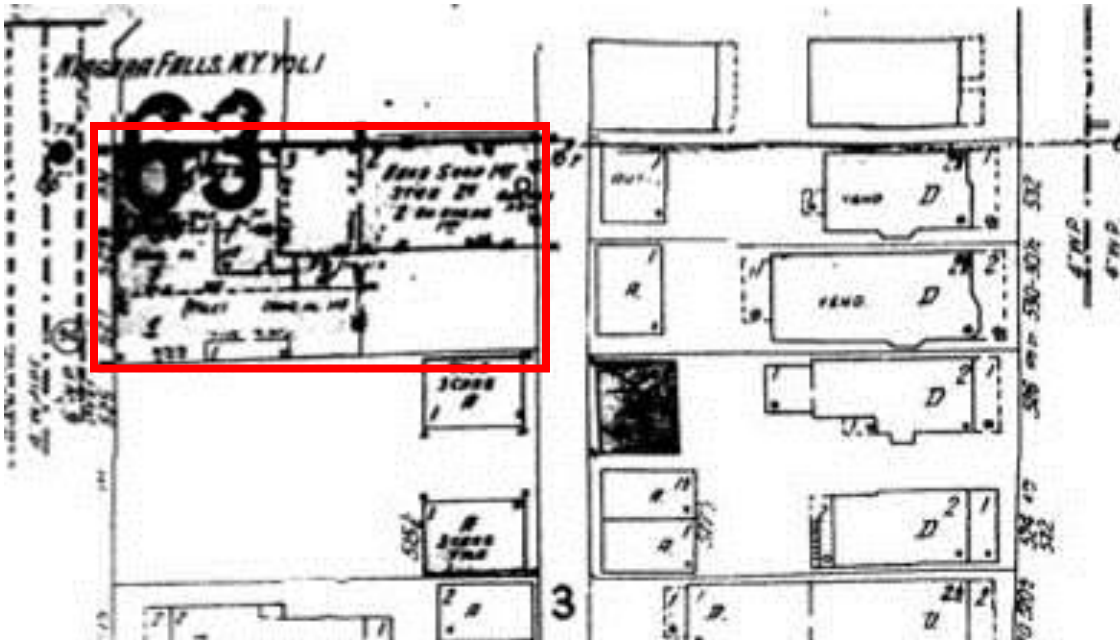
Section 11 Page 6

Seippel Bakery and Richard Apartments

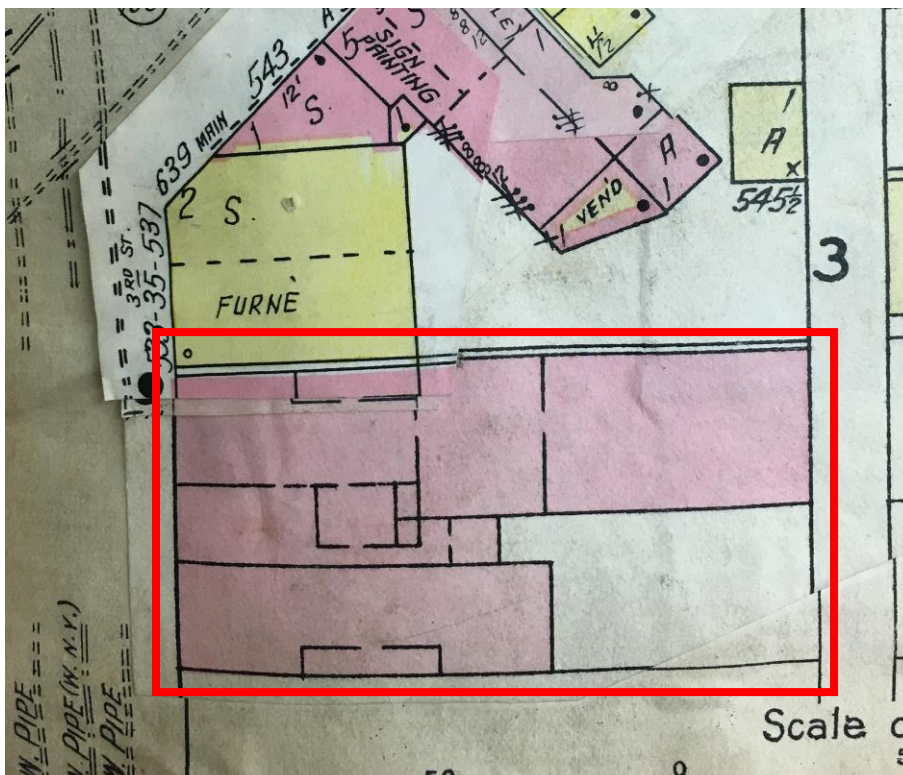
Name of Property

Niagara County, New York

County and State



Sanborn Map Updated to 1950, showing 1926 addition (digital version, top; print version, below)



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

Section 11 Page 7

Seippel Bakery and Richard Apartments
Name of Property
Niagara County, New York
County and State

Warehouse, 9th St.
Tile, etc. St.
Tops
S. Humbert,

X. SCHNEBLN, FRENCH AND AMERICAN BAKERY

Corner Ferry Avenue and Fourth Street.

Fancy Pastry a Specialty. Charlotte Russe, Wine Jellies, Ice Creams,
Punches, Biscuit Glace, Socials, Parties and Dances Supplied on
Short Notice. Telephone No. 141.

NIAGARA FALLS, N. Y.

Richard Oscar Seippel got his start in the bakery industry by working at Schneblen's Bakery in 1898. Xavier Schneblen advertisement, *Niagara Falls City Directory for 1895*, 202.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

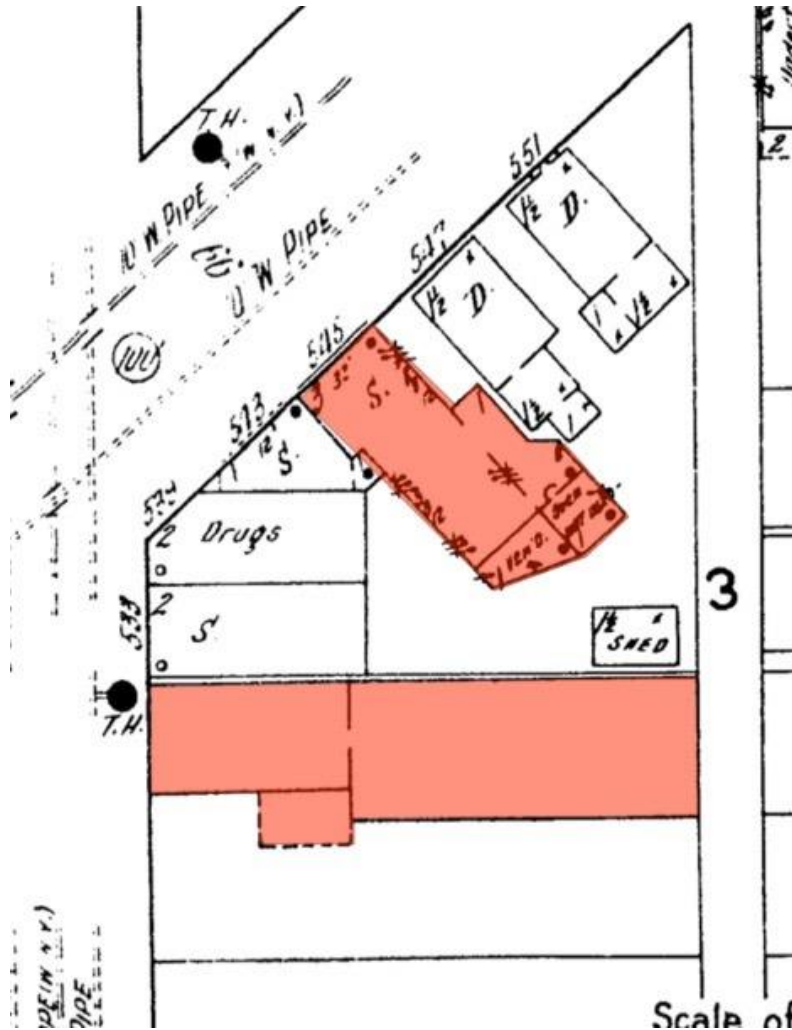
Section 11 Page 8

Seippel Bakery and Richard Apartments

Name of Property

Niagara County, New York

County and State



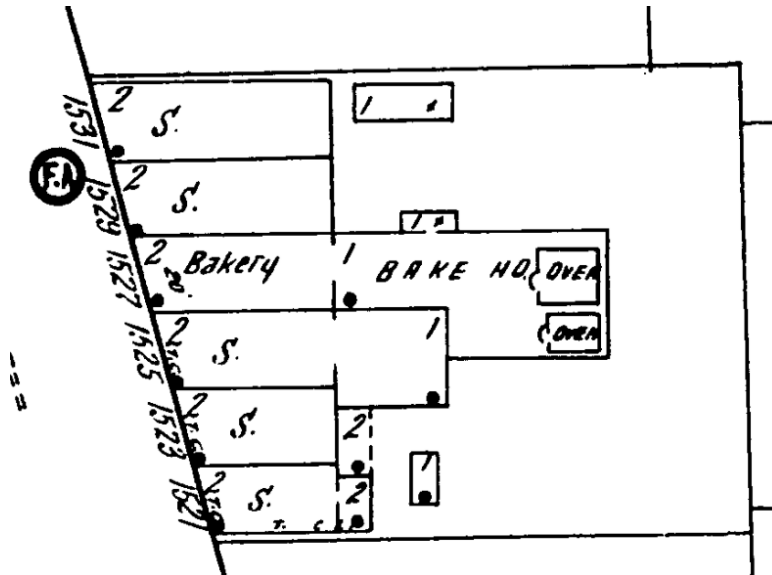
Close-up of the 1914 Sanborn Map (Sheet 57) showing the proximity of Seippel's previous location at 545 Main Street (highlighted top) compared to his new building at 531 Third Street (highlighted bottom).

United States Department of the Interior
National Park Service

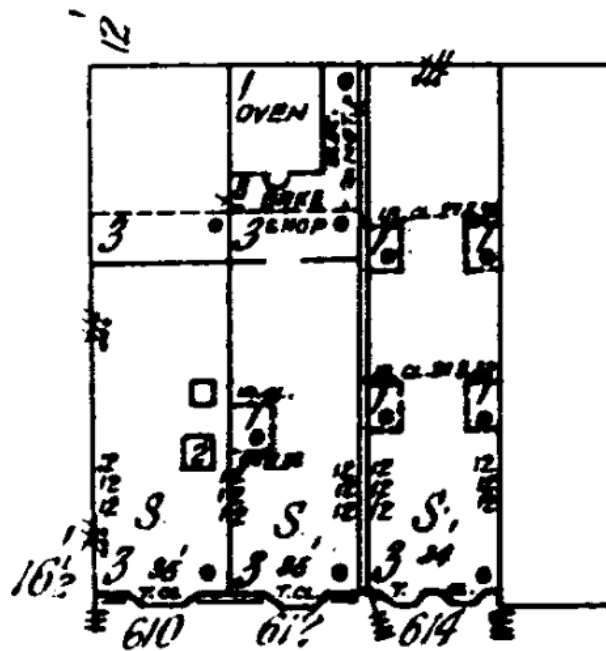
National Register of Historic Places
Continuation Sheet

Section 11 Page 9

Seippel Bakery and Richard Apartments
Name of Property
Niagara County, New York
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Bakery at 1527 Main Street (1914 Sanborn Sheet 34)



Bakery at 612 Niagara Street (1914 Sanborn Sheet 64)

Other bakeries exemplify the same pattern of a “bake shop” or “bake house” with ovens behind a commercial storefront.

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

Section 11 Page 10

Seippel Bakery and Richard Apartments
Name of Property
Niagara County, New York
County and State

Has the
Wholesome Wheat Flavor

Every time you see the above phrase you think of Splendid Bread. And every time you eat this bread you realize how true the description is.

Seippel's Splendid Bread

is made from finest unbleached Flour, raised with Fleischmann's Yeast, and prepared in a spotlessly clean bake shop. Splendid Bread has in it all the goodness nature has put in the wheat itself—that accounts for the "wholesome wheat flavor."

The big, double wrapped loaf, 10 cents, delivered straight to your house from our bakery.

We are giving a mileage coupon in all our wrapped bread.

Seippel Bakery, 531 3rd St.

Both Telephones.

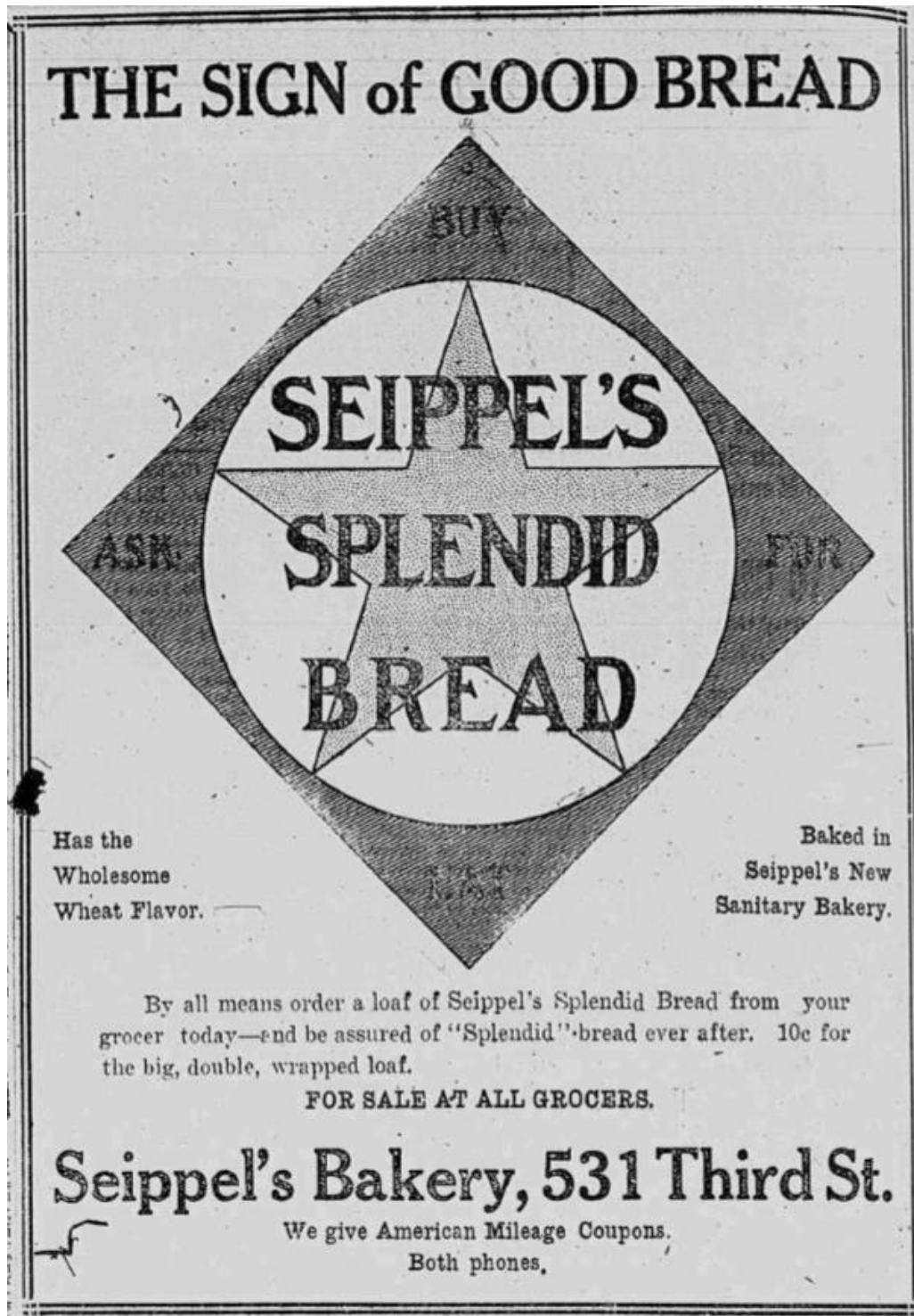
The Niagara Falls Gazette, July 1, 1915, 5.

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

Section 11 Page 11

Seippel Bakery and Richard Apartments
Name of Property
Niagara County, New York
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The Niagara Falls Gazette, August 6, 1915, 2.
Seippel's Bakery advertisement boasting the company's "new sanitary bakery."

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Continuation Sheet

Section 11 Page 12

Seippel Bakery and Richard Apartments
Name of Property
Niagara County, New York
County and State



Despite an error in inverting the numbers of the address, this 1916 advertisement promotes the bakery as healthful and sanitary. *Niagara Falls City Directory for 1916*, 5.



Richard O. Seippel (ca. 1953)





ARISTAR
Michael Santa M
716.785.6920
www.AristaRealEstate.com
63
Arista Real Estate Services LLC















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:	Nomination	
Property Name:	Seippel Bakery and Richard Apartments	
Multiple Name:		
State & County:	NEW YORK, Niagara	

Date Received:	Date of Pending List:	Date of 16th Day:	Date of 45th Day:	Date of Weekly List:
4/11/2018	5/3/2018	5/18/2018	5/29/2018	5/18/2018

Reference number:	SG100002463
Nominator:	State
Reason For Review:	

 X Accept Return Reject 5/18/2018 Date

Abstract/Summary Comments:	
Recommendation/ Criteria	

Reviewer	<u>Alexis Abernathy</u>	Discipline	<u>Historian</u>
Telephone	<u>(202)354-2236</u>	Date	<u> </u>

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



City of Niagara Falls, New York

P.O. Box 69, Niagara Falls, NY 14302-0069

March 12, 2018

R. Daniel Mackay
Deputy Commissioner
Division for Historic Preservation and
Deputy State Historic Preservation Officer
P.O. Box 189
Waterford, NY 12188-0189



RE: Seippel Bakery and Richard Apartments
531 Third Street
Niagara Falls, NY 14301

Dear Mr. Mackay:

On March 6, 2018, the City of Niagara Falls Historic Preservation Commission reviewed the Seippel Bakery and Richard Apartments application for the State and National Registers of Historic Places.

This historic structure is located in Third Street Entertainment District of downtown Niagara Falls. This area has been a significant focus of economic development in leveraging private investment for renewal.

This Renaissance Revival masonry building constructed in 1913 and enlarged in 1926 has endured the past century with all exterior architecturally significant features intact. Specifically, cast stone details, original shopfronts, original windows, details and finishes remain. The Seippel Bakery and Richard Apartment's design, materials and workmanship make this structure a unique and distinct feature in the built environment. The Niagara Falls Historic Preservation Commission concluded that this application meets the criteria to be included on the National Register.

After reviewing the NR application, I concur with the findings of Historic Preservation Commission. Therefore, I enthusiastically support the Seippel Bakery and Richard Apartments nomination to the National and State Registers of Historic Places.

Sincerely,

Paul A. Dyster

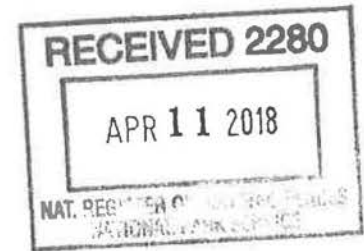
Mayor



**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner



6 April 2018

Alexis Abernathy
National Park Service
National Register of Historic Places

Mail Stop 7228

1849 C Street NW
Washington DC 20240

Re: National Register Nominations

Dear Ms. Abernathy:

I am pleased to submit the following five nominations, all on disc, to be considered for listing by the Keeper of the National Register:

Hawley-Green Street Historic District Boundary Expansion, Onondaga County
New York Central Black Rock Freight House [Historic Resources of the Black
Rock Planning Neighborhood] Erie County
Seippel Bakery and Richard Apartments, Niagara County
First Baptist Church of Ogdensburg Complex, St. Lawrence County
Aaron Haines Family Cemetery, Greene County

In addition, please find a new CD for the Vernooy-Bevier Stone House and Barns, as per your request. Please feel free to call me at 518.268.2165 if you have any questions.

Sincerely:

Kathleen LaFrank
National Register Coordinator
New York State Historic Preservation Office