

United States Department of the Interior  
 National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
 REGISTRATION FORM

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

1. Name of Property

historic name Block C Historic District

other names/site number N/A

2. Location

street & number (see continuation sheets) N/A not for publication

city, town Waukesha N/A vicinity

state Wisconsin code WI county Waukesha code 133 zip code 53188

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>5</u>	<u>5</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site		<input type="checkbox"/> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		<input type="checkbox"/> structures
	<input type="checkbox"/> object		<input type="checkbox"/> objects
		<u>5</u>	<u>5</u> Total
Name of related multiple property listing:		No. of contributing resources previously listed in the National Register	
<u>N/A</u>		<u>0</u>	

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this X nomination \_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets \_\_\_ does not meet the National Register criteria. \_\_\_ See continuation sheet.

[Signature]  
Signature of certifying official  
State Historic Preservation officer-WI  
State or Federal agency and bureau

7 NOV. 1995  
Date

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

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.  
\_\_\_ See continuation sheet

Entered in the  
National Register

1.11.96

\_\_\_ 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

6. Functions or Use

Historic Functions  
(enter categories from instructions)

Current Functions  
(enter categories from instructions)

COMMERCE/TRADE/specialty store  
COMMERCE/TRADE/department store

COMMERCE/TRADE/specialty store

7. Description

Architectural Classification  
(enter categories from instructions)

Materials  
(enter categories from instructions)

Late Victorian  
Commercial Style

foundation Concrete  
walls Brick  
Stucco  
root Asphalt  
other Wood  
Limestone

Describe present and historic physical appearance.

Description

The Block C Historic District consists of a fine collection of late nineteenth century and early twentieth century one and two-story commercial buildings that edge a small triangular-shaped block located in the heart of the historically and architecturally important downtown commercial sector of the city of Waukesha. The west end of this block is one of five non-right angle corners that were created at the place of intersection of three of Waukesha's major streets - Main Street, Broadway and Grand Avenue. This five-way intersection (known as the Five Points) has historically been the heart of Waukesha's downtown and it is also now the site of a very small plaza that is decorated with an octagonal-plan wooden gazebo that is a recent reconstruction of the one that originally graced the nearby Silurian Springs. The district contains ten commercial buildings. Several of them were constructed during the period of ca.1856-1896; years that corresponds to the most important period of building activity in the area to the west of Grand Avenue, much of which is already listed in the NRHP (10/28/83) as Waukesha's Downtown Historic District. Only one of the district's nineteenth century facades (238 W. Broadway, No. 8) is still intact and this building is the district's only contributing resource from this period. Four of the district's other buildings were either built between 1910-1941 or have principal facades that were remodeled during these years. The principal facades of these later buildings are all very good, highly intact, brick-clad examples of the Twentieth Century Commercial style. All of the contributing buildings in the district are similar to and representative of others in the surrounding area in terms of their type and architectural design. The special significance of the Block C Historic District, however, derives from its contributing twentieth century buildings and from its greater integrity and cohesiveness as a block. While adjacent blocks in the surrounding area east of Grand Avenue exhibit a similar mixture of nineteenth and early twentieth century commercial buildings, the historic integrity of their streetscapes has been diminished by badly remodeled older buildings, by a much higher percentage of modern buildings, and by demolition that has resulted in vacant lots that are mostly used for parking. Consequently, the Block C Historic District now contains the most intact grouping of early Twentieth Century Commercial style buildings in this part of Waukesha.

When the earlier buildings in the district were being built, Waukesha had already established a nationwide reputation as a resort community due to the exploitation of the medicinal properties of the large number of natural springs that existed in the Waukesha area. As a consequence, Waukesha's population grew from 2500 in 1870, to 8740 in 1910. Subsequently, Waukesha became a manufacturing center and the city entered the modern era of its development. Today, thanks in part to its proximity to the neighboring metropolis of Milwaukee, Waukesha is the eighth largest city in Wisconsin with a population of 56,958.

X See continuation sheet

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Collectively, the buildings within the Block C Historic District are representative of the same patterns of growth that shaped the surrounding commercial core from its beginnings in the 1850s through its subsequent evolution into the mature, stylistically diverse but historically intact commercial center of today. Most of the buildings in this core are typical in having side elevations that are placed perpendicular to the street, but the angled streets that meet at the Five Points created blocks throughout the downtown (including Block C) that have a number of angled corners. The many non-rectilinear plan buildings in the area and the ones in the district were created as a direct response to this circumstance. The earliest buildings in this area were a mixture of small freestanding mostly frame construction houses and small, equally old frame and masonry construction commercial buildings. By the turn-of-the-century, however, nearly all of the area's first generation frame buildings and many of its oldest commercial buildings had been replaced with larger masonry construction commercial buildings. As a result, the informal mid-nineteenth century streetscapes in this area gradually disappeared and they were replaced with orderly rows of buildings whose main facades fronted directly on the sidewalks that encircled each block. Block C still presents such a uniform, unbroken appearance today, but many of its second generation buildings have now been replaced by still newer buildings, some of which were constructed during the district's period of significance, others in the years following World War II.

The Block C Historic District is comprised of ten resources, all of which are one and two-story commercial buildings. The first stories of all these buildings contain either specialty stores or other types of publicly accessible spaces such as restaurants and offices. The district's two-story buildings also have rentable space in their second stories as well, most of which is used for either offices or storage. At least one building's second story, however, contains apartments. Regardless of the period during which they were built the district's contributing buildings are characterized by understated principal facades and by a restrained use of ornamentation. In general, these buildings exhibit a high degree of integrity for buildings of this type even though nearly all of them have experienced some degree of exterior or interior change. Almost all of these buildings, for instance, have had their first story storefronts modified since World War II to conform to more modern tastes.

Most of the district's contributing buildings represented totally new construction when they were built, but two (271 & 275 W. Main Street, No. 4B; 830 Gaspar Street, No. 10) are actually remodeled nineteenth century buildings whose early twentieth century facades have acquired a significance of their own because of their age and integrity. The same process, repeated after World War II, resulted in two of the district's non-contributing buildings (256 W. Broadway, No. 5; 261 W. Main Street, No. 3) and another one was created when three nineteenth century buildings (230, 234, & 236 W. Broadway, Nos. 9A, 9B, 9C) were interconnected and unified by a post-World War II facade. The district's other non-contributing buildings are modern

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ones (244 W. Broadway, No. 7) and 245-251 W. Main Street, No. 1) constructed after World War II.

The following inventory lists every building in the district and includes the original owner's name and the construction date, if known, the address, map number, and contributing or non-contributing status.

INVENTORY

<u>Map No.</u>	<u>Address</u>	<u>Historic Name/Use</u>	<u>Date</u>	<u>Status</u>
1	245-249 W. Main Street	Sullivan's Men Store Building	1960	NC
2	259 W. Main Street	Metropolitan Store Building Annex	1937	C
3	261 W. Main Street	Building	ca.1870	NC
4		Andrews Building	1914-1945	C
B	265-269 W. Main Street	Andrews Addition (Sect. B)	1928-9	
D	271-275 W. Main Street	Andrews Addition (Sect. D)	1945	
C	281-285 W. Main Street	Andrews Addition (Sect. C)	1940-1	
	268-280 W. Broadway	"		
A	258-266 W. Broadway	Andrews Building (Sect. A)	1914-5	
5	254-256 W. Broadway	Building	ca.1870	NC
6	248-250 W. Broadway	Metropolitan Store Building	1929	C
7	244 W. Broadway	Metropolitan Store Building Annex	1955	NC
8	238-40 W. Broadway	John W. Williams Building	ca.1890-95	C
9	230-236 W. Broadway	John DeQuardo Building	1961	NC
10	830 Gaspar Street	Metropolitan Store Building Annex	1929	C

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Sullivan's Mens Store Building (Non-Contributing) 245-249 W. Main St. Map No. 1

The first part of this one-story 56.5-foot-wide by 135.75-foot-deep Modern Movement building had an L-plan and it was built in 1960, on the southwest corner of Gaspar Street and W. Main Street. The building was designed by Chicago architect Howard Hirschman and was built by Link Builders, a Waukesha contracting firm. Sullivan's Store occupied the east 3000 square feet (245 W. Main Street) of the 4100 square foot building; the remainder (249 W. Main Street) being rented out as a separate store.<sup>1</sup> This flat-roofed building is still essentially intact and has its principal facade facing north onto Main Street. This facade originally featured two unequal width storefronts whose large metal-framed display window units and metal-framed single light entrance doors and transom lights are placed into a facade faced with a limestone veneer. The east-facing Gaspar Street side elevation is windowless and is veneered in brown brick that is divided into bays by a series of inset vertical strips, and the building is founded on reinforced concrete foundation walls that enclose a basement story. In 1971, a trapezoidal shape 56.5-foot-wide addition was added across the rear of the building. This addition was designed by the Milwaukee architectural firm of Poethig-Steuerwald and it is also one-story in height and its east-facing elevation (the only visible one) continues the brick veneer of the original building's Gaspar Street elevation.<sup>2</sup> In 1989, a third storefront (247 W. Main Street) was created out of a portion of the original 245 W. Main Street storefront and it utilized the same window and door units as the original storefronts. The rear and west elevations of the building abut side elevations of existing buildings and contain no openings. The interior of the building has been altered with each succeeding change and does not retain its original appearance.

Historic photos show that this site was originally occupied by a small frame construction Greek Revival style house that was reputedly owned by Waukesha pioneer John Gaspar. This house was demolished in 1924, when a gasoline filling station was placed diagonally across the site, a building that was itself demolished when the present building was constructed in 1961. Three small one-story commercial buildings built between 1901 and 1929 (832, 834, and 836 Gaspar Street) were also demolished when the 1971 addition was constructed.<sup>3</sup> The building that exists today is in very good condition but is considered to be non-contributing to the district because of its late date of construction and its ordinary design.

Metropolitan Store Building Annex (Contributing) 259 W. Main St. Map No. 2

This rectilinear plan one-story flat-roofed building was built for Fred and Michael Schober as an automobile garage ca.1910. This building measures 37-feet-wide by 70-

<sup>1</sup> Waukesha Freeman. November 21, 1960.

<sup>2</sup> Building Permit File for 245-249 W. Main Street. Waukesha Building Inspection Unit, Waukesha City Hall.

<sup>3</sup> Sanborn-Perris Fire Insurance Maps of Waukesha. New York: Sanborn-Perris Map Co., 1901, 1911, 1917, 1922, 1929.

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feet-deep, and it has reinforced concrete foundation walls that enclose a full basement story. The floor of the first story is also reinforced concrete, and the original east side elevation of the garage was exposed (it is now covered by the west elevation of 245-249 W. Main Street) and it was veneered in brick and its length was pilastered. The original main facade of the building faced north onto Main Street and it was faced in brick, but no information regarding its design has been found. It is safe to assume, however, that it featured at least one large garage door opening that gave access to what was essentially an unpartitioned interior.<sup>4</sup>

In 1937, however, the building was purchased as an addition to the Metropolitan Store Building located on the opposite side of the block at 248-250 W. Broadway (No. 6). A triangular-shaped hyphen was added connecting the two buildings, and the main facade of the garage was then remodeled and assumed its present Twentieth Century Commercial Style appearance. This facade is closely modeled on the main facade of the wider building on Broadway and it is symmetrical in design and consists of a full-width storefront that is enframed by panelled wooden pilasters and by a simple lintel. The storefront features two deeply recessed and canted entrances and there are large display windows placed on either side of these entrances and between them as well, the canted sides giving the storefront the appearance of a series of bay windows. Panelled wooden bulkheads of the same width as the end pilasters are placed below each of the windows, and they help to unify the overall design. The storefront is then surmounted by a tall plain brick parapet that is topped with concrete coping.

In 1984, this storefront was altered in an attempt to give it a "period" feel. The original paired one-light wood entrance doors were removed and each opening was filled with a single six-panel wood door flanked by solid panelled sidelights. The transoms above the original openings were also filled and each of the original single light display windows was embellished with a snap-in wooden grid that was meant to imitate multi-light windows. These changes are easily reversible, however, and do not constitute a significant change.

Originally, this building was unconnected to any other. In 1937, however, it was connected to the Broadway building, in 1974 it was disconnected, and in 1984 it was connected once again. All of the above changes have been accompanied by interior alterations and nothing of either the 1910 or 1937 interior is now visible. Nevertheless, since the 1937 storefront is still essentially intact and in good condition and since its construction occurred during the period of significance, it is believed that this building is a contributing element in the district.

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<sup>4</sup> Sanborn-Perris Fire Insurance Maps of Waukesha. New York: Sanborn-Perris Map Co., 1901, 1911, 1917, 1922, 1929. The original construction date is given in records in the Building Permit File for this building and is consistent with city directory research.

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Building (Non-Contributing) 261 W. Main Street Map No. 3

Neither the name of the original owner or the construction date of this building can be ascertained from existing information. Sanborn-Perris maps show that it was in existence as early as 1884 and that it is a two-story rectilinear plan building measuring 25-feet-wide by 72-feet-deep, all of whose walls were originally clad in stone. The building has a full basement story enclosed with rubblestone walls and the Sanborn-Perris maps show that there was once a bakery oven in the basement, that the east-facing side elevation was originally exposed, and that the second story was used as a dwelling in 1884. A photo of the streetscape dated from 1940 suggests that the main north-facing facade had a full-width first story storefront and a four-bay-wide asymmetrical second story, but no other details of the original appearance have been found.

By 1928, new buildings had covered both of the building's side elevations and in 1960, the entire main facade was remodeled.<sup>2</sup> This resulted in the Modern Movement style facade that is visible today, which is coated in stucco and features a totally remodeled half-canted storefront that has two very large display windows in bare metal frames placed to the left of a single modern one-light entrance door. Stuccoed bulkheads are placed below the display windows and the storefront is sheltered by a large full-width asphalt shingle-covered pent roof. At the same time, the four original second story windows were replaced with two oblong triple window groups, each of which consists of a large fixed window flanked by small one-over-one-light double hung windows. The exposed second story of the east side elevation of the building was also stuccoed, and the interior was remodeled and any surviving traces of the original were either removed or covered over.

Because of the extensive nature of the 1960 remodeling, this building is considered to be non-contributing to the district.

Andrews Building Addition, Section B (Contributing) 265-269 W. Main St. Map No. 4B

The two-story Andrews Building is one of the finest Twentieth Century Commercial style buildings in Waukesha. This large triangular plan building occupies the west end of Block C and it was actually constructed in four stages, beginning with the first section at 258-266 W. Broadway, in 1914. The 265-269 portion is the second section and it was built in 1928-29. Its rear elevation abuts the rear elevation of the first section. This section is two-stories in height, is trapezoidal in plan, and measures 30-feet-wide by 50-feet-deep. A full basement story underlies the building, the foundation walls are constructed of reinforced concrete, the curtain walls that rest on them are hollow tile, and the walls, floors and roof are supported by steel beams.

<sup>2</sup> Building Permit File for 261 W. Main Street. Waukesha Building Inspection Unit, Waukesha City Hall.



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All four sections of the building have very similar main facades that were inspired by the original facade of the first section. The principal facade of this section faces north onto Main Street and it was designed for A. A. Andrews by the Milwaukee architectural firm of Siebert and Kegler.<sup>6</sup> It was originally asymmetrical in design, having a full-width double storefront across its first story and a band of five windows across the second story above.

The first story storefront is entrained by simple brick pilaster strips at either end and by a lintel that was covered over with simple anodized metal sheeting in 1990. Most of the original storefront has been altered since World War II. The larger of the two stores (265) takes up the left two-thirds of the width of the storefront, which currently consists of a half-canted entrance to the left that now has a modern single-light metal frame door, a filled single-light transom above, and is flanked on the right by two large canted display windows and two flush display windows. The entrance to the smaller right-hand store is deeply recessed and canted and it has a panelled ceiling and is flanked on the right by a single large flush display window. The original entrance door opening to the second story offices (267) is still centered in this entrance. The door itself consists of a single large segmentally arched light, which is set in a heavy wood frame that has a segmentally arched top rail. The door is enframed by simple wooden pilasters and by a segmentally arched architrave and a tall rectilinear transom light is placed above it. The door to the right-hand storefront (269) is placed in the canted right-hand side of the entrance and it is flat-arched and contains a single large light surmounted by a transom. The bulkheads below this section's display windows are now covered with diagonal wood boards that are not the original surface material.

The second story is symmetrical in design and totally original and it is surfaced in wire-cut tan brick. A band of five identical oblong window openings spans its width. The band is defined horizontally by concrete stringcourses that span the width of the facade and act as continuous sills and lintels for the windows. The windows have simple dressed limestone surrounds that have blocks laid in an in-and-out-bond suggestive of quoining. These quoins are clearly seen on the outer edges of the two end window openings, but the narrow brick-covered wall surface between each opening butts the ends of the quoins together, creating a banded appearance. The openings are filled with wooden sash and have large single fixed lights surmounted by openable two-light transoms.

The wall surface above the second story is surmounted by a slightly stepped parapet that is edged with limestone coping. The two steps are themselves ornamented with stylized limestone volutes, a course of header bricks are placed just below the centered portion of the coping, and a limestone shield decorated with a raised capital letter "A" is centered on the coping.

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<sup>6</sup> Building Permit File for 265-269 W. Main Street. Waukesha Building Inspection Unit, Waukesha City Hall.

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The interior of the first story of this section has been modified numerous times and no longer contains any historic features. The most important interior features of the second story, however, are still in original condition. This story is reached by ascending a straight enclosed flight of thirteen steps that have terrazzo treads, risers, and wall stringers. The plaster-walled staircase has a fine molded wooden handrail and it opens into a broad corridor that runs the width of the second story. Offices are placed on both sides of this corridor and their entrances have varnished square-edge wooden trim that entrames flat-arched two-panel doors, the lower panel being solid and the upper filled with frosted glass. A single-light openable transom is placed above each door and the opening is flanked on either side by identically enframed two-light windows that contain frosted glass lights. The west end of this corridor turns a corner and it interconnects with other corridors serving the second story offices in other sections of the building.

This section of the Andrews building is in very good condition and it is considered to be a contributing element to both the larger building and to the district.

Andrews Building Addition, Section D (Contributing) 271-275 W. Main St. Map No. 4D

This is the newest of the four sections that make up the Andrews building. Exact documentation as to its construction date has not been found but it is believed to have been built very shortly after Section C to the west, which was built in 1940-41.<sup>7</sup> The first story storefront of this section is symmetrical in design and highly intact and consists of three deeply recessed and canted entrances. These consist of two store entrances that flank the centered entrance to the second story. The store entrance openings each feature a flat-arched metal frame one-light entrance door that are surmounted by rectilinear one-light transoms, none of which are thought to be original to the building. The second story entrance is original, however, and contains a single-light flat-arched wood frame door. The ceilings of these entrances are panelled and they are each flanked by large display window units set into metal frames. Original polished granite bulkheads with small decorative metal grills inset into their faces are placed below each display window unit.

The second story is surfaced in a tan wire-cut brick that has a pink coloration that is slightly different from the brick used to surface the flanking sections. The design of this story is identical with the one just described with the following differences. The lower beltcourse was designed to continue the one used on Section C to the right (281-285 W. Main Street) and it is thus positioned one course higher than the earlier one to the left. The parapet of this section is not stepped, nor is it ornamented with a shield. Also, the vertical line that marks the place where the second stories of Section B and this section join is covered by a tall polygonally shaped limestone shaft. This decorative shaft completely covers the juncture and it projects out over the first story below.

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<sup>7</sup> An aerial photo of the district taken in 1940 shows the sections on either side completed but not this one. A later photo (ca. 1948) shows all three sections completed.

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The interiors of this section's first story stores have been modified and they no longer exhibit original features. The second story contains two apartments which were not seen for this nomination. The construction of this section resulted in either the complete or partial demolition of two early limestone-clad commercial vernacular form buildings that are believed to have occupied this site since the 1860s. These were both two-story rectangular plan buildings (the second story of 271 was four-bays-wide and 275, three) and there is some reason to believe that portions of their rubblestone foundations may have been reused for this section.

This section of the Andrews building is also in very good condition and it is considered to be a contributing element to both the larger building and to the district.

Andrews Building Addition, Section C (Contributing) 281-285 W. Main St. Map No. 4C  
& 260-280 W. Broadway

This was the third section of the Andrews Building to be built and it is the largest and the most prominent of the four. This section was built between 1940 and 1941 and it replaced an historic two-story stone-clad building of the same size that was destroyed by fire in 1938.<sup>8</sup> This section is triangular in plan and forms one of the five "points" created where Main Street, Grand Avenue and Broadway meet. The building is two-stories in height, has a basement story enclosed by foundation walls that partially reuse the rubblestone foundations of the original building, and it has hollow tile curtain walls and steel beams that support the flat-roof. The building has two main facades that front on both W. Main Street and W. Broadway and these facades measure 64.75-feet-long and 92.25-feet-long respectively.

This section was designed by the Milwaukee architectural firm of Herbst & Kuenzli and its facades are nearly identical in design, but not in length, with that of Section D that was just described.<sup>9</sup> Section C's first story contains four stores, two of which have "V"-plans and entrances on both W. Main and on W. Broadway (277 W. Main Street-274 W. Broadway; 279 W. Main Street-276 W. Broadway). The third store (280 W. Broadway) occupies the tip of the triangle and it has just one entrance, which opens onto W. Broadway, as does the fourth store (268), which is located at the opposite end of the building. All of these stores have canted, deeply recessed entrances and they also have at least partially altered storefronts; the most usual alterations being bulkheads covered with plywood, and display windows and entrance doors that have raw aluminum frames. A few of these stores still retain portions of their original entrances. One of these entrances belongs to 279 W. Main Street, and it still has its black and white tile floor, its panelled ceiling, and its original one-light wood framed entrance door surmounted by a transom.

<sup>8</sup> Waukesha Freeman. "Two Injured in \$50,000 Fire." December 19, 1938, pg. 1. Also, see September 7, 1939, for decision to raze and rebuild.

<sup>9</sup> Building Permit Files for 281-285 W. Main Street and 260-280 W. Broadway. Waukesha Building Inspection Unit, Waukesha City Hall.

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The second story of the Main Street elevation of this section is faced in light brown wire-cut brick and it contains a band of five window openings of the type described earlier and the parapet wall above it is also not ornamented with steps. The somewhat greater length of this elevation, however, meant that there was almost - but not quite - room for another window opening. As a result, slightly more wall space was placed between each opening and the openings were grouped, there being two openings to the left and three openings to the right. This meant that the quoining mentioned earlier is more visible on this facade.

The western tip of the building is one-bay-wide and its first story features a continuation of the flanking storefronts. The second story contains a window opening of the same design as the others but it is less wide. A limestone shield emblazoned with a capital letter "A" is centered on the parapet above and it is identical to the one that surmounts Section B.

The second story of the longer W. Broadway facade of this section contains a band of eight window openings that are treated in the same manner as the ones just discussed. Also, the vertical line that marks the place where the second stories of Section A and this section join is covered by another tall polygonally shaped limestone shaft. This decorative shaft also completely covers its juncture and projects out over the first story below.

The entrance to the second story is located on the W. Broadway elevation (270) and it has a recessed flat-arched opening that is enframed by large grey dressed ashlar limestone blocks. Two simple inset metal bands act as capitals for the jambs and a simple triangle of the same metal is centered on the cornice. The result is strikingly modern and was thought to be a recent addition to the facade until it turned up in a photo of the building dating from the late 1940s. The entrance consists of a straight flight of stairs that have treads of a porous gray stone and risers that are made from black marble. The same marble is also used for the tall wainscot that lines both sides of the stairhall. These stairs ascend to a second story corridor that provides access to the second story office suites, most of which still have their original entrances.

Its location makes this the most prominent building in the district and it is also one of the best preserved and most intact as well.

Andrews Building, Section A (Contributing) 258-266 W. Broadway Map No. 4D

This fine Twentieth Century Commercial style building is the original section of the Andrews Building, which was built in 1914-5 to the design of an as yet unknown designer.<sup>10</sup> It was this design that was the basis for all the subsequent sections and while it is similar to them it also differs in some of its details. The

<sup>10</sup> Waukesha Freeman. "A. A. Andrews Buys Fallon Lots." September 17, 1914.

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building is two-stories in height, is trapezoidal in shape, and is 75-feet-wide by 65-feet-deep at its deepest. It rests on a reinforced concrete foundation that encloses a full basement story, the walls that rest on this foundation are brick, and the roof is flat and hidden by a low parapet. The main facade of this section faces southwest onto Broadway. The first story was originally almost symmetrical and contained four stores. These stores were serviced by four identical, deeply recessed entranceways that had curved sides. These store entrances flank a centered entrance that leads to the second story.

Both of the two right-hand storefronts (258 & 260) are still very intact and each of them still retains its original curved glass display windows and the polished granite bulkheads with small decorative metal grills inset into their faces that are placed below each display window unit. Today, each of these entrances also feature a pair of flat-arched metal frame one-light entrance door that are surmounted by rectilinear one-light transoms, none of which are original to the building. Similar single doors are used in each of the two left-hand storefronts. These two fronts have been totally altered and now feature half-canted entrances, raw aluminum window and door frames, and tiled bulkheads. The canted second story entrance in the center of the facade has also been altered and its walls have also been tiled.

The second story is symmetrical in design and uses the same banded design and quoin decoration as this building's other facades, the difference being that the window openings contain one-over-one-light double hung windows instead. Slightly wider windows fill the two end openings and the remainder of the band is filled with eleven smaller windows of the same design. The second story is then crowned with a stepped parapet that is almost identical to the one that crowns Section B, and which includes limestone coping, volutes that decorate the steps, and a centered limestone shield with the capital letter "A" emblazoned on it.

The interiors of the first story stores have been repeatedly modernized and they retain no historic features. The second story, however, is still largely intact and the office entrances are still largely intact. This section too, is highly intact for a building of this type and it is also considered to be a contributing element to the district.

Building (Non-Contributing) 254-256 W. Broadway Map No. 5

Neither the name of the original owner or the construction date of this building can be ascertained from existing information. Sanborn-Perris maps show that it was in existence as early as 1884 and that it is a two-story rectilinear plan building measuring 25-feet-wide by 75-feet-deep, all of whose walls were originally clad in brick. The building has a flat roof and a full basement story enclosed with rubblestone walls. The Sanborn-Perris maps also show that the west-facing side elevation was originally exposed, and that the first story originally contained two small stores which were later converted to one. An early photo of the streetscape

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dated 1913 shows that the main southwest-facing facade had a centered first story storefront flanked by entrances on either side, and a three-bay-wide symmetrical second story with three semi-circular-arched windows.

In 1941, the entire main facade was remodeled, being covered with black Vitrolite, the first story storefront was altered and the second story was also altered by having its center window removed and the other two changed to flat-arched openings.<sup>11</sup> In 1964, the entire main facade was again remodeled.<sup>12</sup> This resulted in the Modern Movement style facade that is visible today, which is coated in stucco and features a totally remodeled storefront that has display windows in bare metal frames centered between the canted, deeply recessed store entrance to the left and a slightly recessed second story entrance to the right. Brick veneer bulkheads are placed below the display windows and the storefront is sheltered by a large full-width asphalt shingle-covered pent roof. At the same time, the two second story windows were replaced with modern one-over-one-light double hung windows. The exposed second story of the west side elevation of the building was also stuccoed, and the interior was remodeled and any surviving traces of the original were either removed or covered over.

Because of the extensive nature of the 1964 remodeling, this building is considered to be non-contributing to the district.

Metropolitan Store Building (Contributing) 248-250 W. Broadway Map No. 6

The one-story trapezoidal plan Metropolitan Store Building was originally built between 1911 and 1917 as a hardware store.<sup>13</sup> By 1922, this 50-foot-wide by 75-foot-deep brick building had been divided into two stores, and it remained in this form until 1929, when the New-York based Metropolitan Chain Stores, Inc. leased the building and totally remodeled its facade and interior for its department store operations. The remodeled building is the excellent Twentieth Century Commercial style building that is visible today and it was designed and remodeled by the Immel Construction Co. of Fond du Lac, Wisconsin.<sup>14</sup>

The principal facade faces southwest and it is symmetrical in design and consists of a full-width storefront that is enframed by simple brick pilasters and by a simple lintel. The storefront features three deeply recessed and canted entrances, each of which contains its original paired one-light wood frame flat-arched doors and its

<sup>11</sup> Waukesha Freeman. "New Women's Apparel Store Located Here." April 4, 1941.

<sup>12</sup> Building Permit Files for 254 W. Broadway. Waukesha Building Inspection Unit, Waukesha City Hall.

<sup>13</sup> Sanborn-Perris Fire Insurance Maps of Waukesha. New York: Sanborn-Perris Map Co., 1901, 1911, 1917, 1922, 1929.

<sup>14</sup> Building Permit Files for 248-250 W. Broadway. Waukesha Building Inspection Unit, Waukesha City Hall.

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original rectilinear single-light transom. Large display windows are placed on either side of these entrances and between them as well, the canted sides giving the storefront the appearance of a series of bay windows. Bulkheads panelled in polished granite are placed below each of the windows, and they help to unify the overall design. The storefront is surmounted by a very tall stepped brick parapet that is crowned by limestone coping. This parapet features a nearly full-width signboard that is placed just above the lintel and that is framed with corbelled soldier course brick, and it is further decorated with four small lozenge-shaped stucco-faced panels framed with header course bricks that are distributed across its width.

The interior of the store still features its original iron supporting columns and stamped metal ceiling, but its other features have since been altered. The store interior is now a mini-mall and is cut up into a number of smaller stores. The exterior, however, is in nearly original condition and is considered to be a contributing element in the district.

Metropolitan Store Building Annex (Non-Contributing) 244 W. Broadway Map No. 7

This small one-story rectilinear plan brick building was constructed as an annex to the Metropolitan Store Building next door (Map No. 6) after fire destroyed the original two-story brick store building that had been on this site since it was built in 1890. The new Modern Movement style building measures 25-feet-wide by 75-feet-deep was constructed by Link Builders of Waukesha in 1954 and it is essentially unchanged since it was built.<sup>15</sup>

The side and rear elevations of this building are hidden by adjacent buildings. The main southwest-facing facade is faced in brick and its only feature is a single very large oblong window opening that is filled with three large display windows. The very tall parapet wall above this opening is unornamented and the limestone coping that crowns it is a continuation of the Metropolitan Store Building's coping. The unusual height of this one-story building was intended to give it an interior that is as tall as the older building next door.

While this building is in almost totally intact condition, its late date of construction and ordinary design make it a non-contributing element to the district.

John W. Williams Building (Contributing) 238-240 W. Broadway Map No. 8

This is the only intact nineteenth century building that remains in the district and it is an excellent example of the Richardsonian Romanesque Revival influence on Commercial Vernacular design in the later years of that century. This building

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<sup>15</sup> Original building permit mistakenly filed in the Building Permit Files for 248-250 W. Broadway. Waukesha Building Inspection Unit, Waukesha City Hall.

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was built between 1890 and 1895 and it is rectilinear in plan, is 25-foot-wide by 81-foot-deep, and is two-stories in height.<sup>16</sup> The full basement story is enclosed by rubblestone walls and the building walls that rest on these foundations are themselves made of stone. The main facade of the building faces southwest and a photo of the streetscape taken in 1913 shows that the original first story storefront was framed by rock-faced stone pilaster strips and a full-width lintel. This storefront was symmetrically designed and was three-bays-wide. The two less wide end bays each contained flat-arched entrance doors surmounted by tall transoms. These bays were separated from the wider center bay by two additional pilaster strips and the center bay contained three large carriage doors surmounted by a very large two-light transom.

The photo also shows that the second story is still almost totally intact today. This story is also three-bays-wide and is clad completely in rock-faced ashlar limestone. The two less wide end bays are positioned over the bays below and they each contain a tall flat-arched one-over-one-light double hung window. The wider center bay contains a pair of identical windows, and the facade is then terminated by a broad metal-covered cornice and crowned by a tall stepped parapet. This story is also embellished by two projecting semi-circular stone pilasters that extend upward from the first story lintel to the parapet coping and frame the center bay.

The first story (238) of this building was used as a blacksmith shop and then as a sheetmetal works until 1929, when the building was converted into a furniture store. The second story (240) was used as an apartment until it too became a part of the furniture store's operation around 1940.

In 1960, the first story storefront was totally altered. The inner pilasters were removed, creating a single large bay. Tiles were used to face the outer pilasters and the signboard area above the storefront and a modern metal-framed half-canted display window group and a pair of metal and glass double doors were placed in the new opening.<sup>17</sup> This remodeling was partially reversed in 1983, when the City of Waukesha provided the owners with design guidance aimed at restoring the nineteenth century appearance of the facade. The tile entramement of the opening was removed and wood panels were placed above the opening and on the pilasters. A new bracketed wooden lintel crowned this panelling and the result is an excellent recreation of an historically appropriate storefront.<sup>18</sup> Consequently, this fine building is now considered to be one of the important contributing resources in the district.

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<sup>16</sup> Sanborn-Perris Fire Insurance Maps of Waukesha. New York: Sanborn-Perris Map Co., 1901, 1911, 1917, 1922, 1929.

<sup>17</sup> Building Permit Files for 238-240 W. Broadway. Waukesha Building Inspection Unit, Waukesha City Hall.

<sup>18</sup> Ibid.



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John DeQuardo Building (Non-Contributing) 230-236 W. Broadway Map No. 9

The John DeQuardo Building is located at the corner of Broadway and Gaspar Street and it is actually three one-story nineteenth century buildings that were all resided in stone veneer by their owner, John DeQuardo, in 1961. The oldest of the buildings, the S. A. Fox Building (234) is believed to date to just before 1860, making it one of Waukesha's oldest commercial buildings. An early photograph shows that this was originally a rectilinear plan one-story brick building whose southwest-facing main facade had a simple, flat, undecorated upper portion that hid the front gable end of the gable roof that sheltered the building. This photo also shows that this facade then had a centered, slightly recessed entrance that was flanked on either side by six-light display windows placed above panelled bulkheads, while the visible portion of the east-facing side elevation and the rear elevation displayed segmental-arched windows.

No photo of the one-story Martin Brown Building (236) has been found, but it was similar in plan, somewhat smaller in size, and it had a main facade that was identical in height to the Fox Building. This building is shown on Sanborn-Perris maps to have been built between 1890-95 and it was then clad in tin or iron sheets.

The corner building (230) was originally triangular in shape, one-story in height, and was sided in brick. Early photographs show that both its southwest and east-facing side elevations each had a single flat-arched window opening filled with paired windows, while the principal entrance, which contained a segmentally arched entrance door, was placed on the canted corner of the building. This building is also shown on Sanborn-Perris maps to have been built between 1890-95.

Another photograph dated 1913 shows that the three main facades of these buildings and the Gaspar Street side elevation of 230 W. Broadway had all been stuccoed over by that date, possibly by Edward Brown, the son of Martin Brown, and the owner of 236 and 238. The 1960 remodeling, however, unified the buildings by covering all the exterior walls of these three buildings with a stone veneer. At the same time, an additional space was enclosed at the rear of the three buildings which provided another storefront facing onto Gaspar Street. These acts obliterated any historic features that survived the earlier stuccoing of the three original buildings and as a consequence, the single building that exists today is not considered to be a contributing element in the district.

Metropolitan Store Building Annex (Contributing) 830 Gaspar Street Map No. 10

This building was originally the Carl G. Bergeler Livery, which Bergeler is thought to have constructed or purchased in the early 1870s. No early photos of this two-story trapezoidal plan building have been found, but the 1884 Sanborn-Perris map of the area shows that it had exposed side elevations that were clad in stone and a main east-facing facade that was clad in brick. By 1911 the maps show that the

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building was in use as a saloon and the first stories of the side and rear elevations were clad in brick and the second story in stone. This building remained in this form until 1929, when it was remodeled for use as a part of the new Metropolitan Chain Stores building complex. This remodeling was carried out by the Immel Construction Co. of Fond du Lac, Wisconsin, and appears to have been limited to the interior of the building shell and to its main facade, which was substantially rebuilt. The result was the fine 20th Century Commercial style building visible today.

The main facade of the remodeled building is asymmetrical in design and consists of a first story that is enframed by brick pilaster strips and by a lintel that spans the opening between them. Most of this opening is given over to a storefront that features a deeply recessed and canted centered entrance that contains a pair of one-light wood entrance doors that are surmounted by a transom. This entrance is flanked by display window units and the far right portion of the story contains a single slightly recessed entrance opening that contains a single entrance door and transom that open onto a stairway that leads up to the second story. A large signboard that is as wide as the first story opening is placed just above the lintel and its upper edge is decorated with a course of soldier bricks.

The second story is symmetrical and four-bays-wide, with the two outer bays each containing a single flat-arched double hung window and the two inner bays containing pairs of identical windows. The facade is terminated by a very tall parapet that is decorated with three small lozenge-shaped stucco-faced panels framed with header course bricks that are placed near the top of the wall and between the bays.

The interior of the first story still retains its stamped metal ceiling (probably from its days as a saloon), but most of its other original features have been replaced in one of the many remodellings the building has undergone. The exterior of the main facade, however, is almost totally intact from the 1929 remodeling, and since this remodeling was done within the district's period of significance, the building is considered to be contributing to the district.

8. Statement of Significance

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

Applicable National Register Criteria   A   B  X  C   D

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

Areas of Significance

(enter categories from instructions)

Architecture

Period of Significance

1870 -1945

Significant Dates

N/A

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Siebert and Kessler/Architect<sup>19</sup>

Immel Construction Co./Builders<sup>20</sup>

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

Significance

The proposed Block C Historic District is located adjacent to the already listed Downtown Historic District (NRHP - 10/28/83), which was identified by the Waukesha Intensive Survey in 1982 as being a potential historic district having local significance under National Register (NR) criterion C. Research was undertaken to assess the potential for nominating this adjacent block to the National Register of Historic Places (NRHP) utilizing the NR significance area of Architecture, a theme which is also identified in the State of Wisconsin's Cultural Resource Management Plan (CRMP). This research centered on evaluating the resources within the district utilizing the Commercial Vernacular and Twentieth Century Commercial style subsections of the Architectural Styles study unit of the CRMP. The results of this research is detailed below and shows that the Block C Historic District is locally significant under NR criterion C as a small, but architecturally significant grouping of late nineteenth but mostly early twentieth century commercial buildings whose size, integrity, and prominent location all serve to create an entity that is visually distinct from the surrounding blocks. This district is comprised of five contributing resources and five non-contributing ones. Of the contributing buildings, four are highly intact examples of the Twentieth Century Commercial style built during the district's second period of significance, and one is an excellent example of a Richardsonian Romanesque Revival style-influenced Commercial Vernacular form building. Individually, these buildings are fine examples of architectural styles which are important to the architectural character of the surrounding area and several of them represent the best and/or most characteristic examples of these styles found by the Waukesha Intensive Survey. These buildings also typify the stylistic evolution of the surrounding neighborhood from its early years

<sup>19</sup> Building Permit File for 265-269 W. Main Street. Waukesha Building Inspection Unit, Waukesha City Hall.

<sup>20</sup> Ibid. For 248-250 W. Broadway and for 830 Gaspar Street.

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through its maturity in the 1930s. As a group, these buildings represent the best and most intact grouping of Twentieth Century Commercial style architecture in this part of the city and the high degree of integrity most of these buildings exhibit and their highly visible location makes them potential models for restoration activity in the surrounding neighborhood.

### Historic Context

A general history of the city of Waukesha is contained in both the final report of the Waukesha Intensive Survey<sup>21</sup> and in the text of the Historic Resources of Waukesha Multiple Resource Nomination form.<sup>22</sup> Consequently, the historical background that follows deals primarily with the history of Block C and the area surrounding it.

The early history of this area of the city of Waukesha was influenced by its topography. Its historic core is located on the floodplain in the valley of the Fox River at the point where the channel of the river is confined to the west and northwest by tall bluffs. This floodplain originally consisted of a prairie which gradually rises in elevation to the east and southeast of the river and which was watered by numerous springs. The first plats and the earliest development in Waukesha were concentrated on this flat and readily accessible land and the new community was originally and appropriately named Prairie Village as a result.<sup>23</sup>

While this land was desirable in and of itself, the creation of a successful settlement in the 1830s was dependent on other factors as well, among the most important of which was the development of systems of transportation that could bring settlers and goods into the new community and take produce and manufactured goods out. Waukesha's earliest road amounting to more than just a trail across the prairie came just four years after the first settling of the village in 1834 and was authorized by the U.S. Congress in 1838. This highway was known as the United States Road and it ran from Milwaukee to the Mississippi River and its route took it through Prairie Village. "It followed the route of the present (1982) U.S. Highway 18 west of the village. This first highway ... was important to Prairie Village as it put it on the only transportation route between Milwaukee with its lake port and

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<sup>21</sup> Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resources Survey. Howard, Needles, Tammen, and Bergendoff, Milwaukee, Wisconsin, 1982.

<sup>22</sup> Howard, Needles, Tammen, and Bergendoff. Historic Resources of Waukesha Multiple Resource Nomination form. September, 1982. On file with the State Historical Society of Wisconsin Preservation Division in Madison, Wisconsin.

<sup>23</sup> This area is roughly bounded by the Fox River on the north, College Avenue on the south, West Avenue to the west, and East Avenue to the east.

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the interior of the Territory."<sup>24</sup>

A second and ultimately more important transportation route connecting Waukesha (renamed in 1846) to other communities was that of Wisconsin's first railroad, the Milwaukee and Waukesha Railroad Company, which was first chartered on February 11, 1847 and was subsequently rechartered and then renamed the Milwaukee and Mississippi Railroad Company on February 1, 1850. In Waukesha the route of this railroad ran along the base of the bluffs that line the northern bank of the Fox River and its terminus was the new stone depot (non-extant) that had been just been completed in that city in 1850. By February of 1851, construction on the track between Milwaukee and Waukesha was completed and the first train arrived at the depot on February 25, 1851. This depot (the first in Wisconsin as well as in Waukesha) was located at what is now (1992) the southwest corner of Madison Street and St. Paul Avenue.<sup>25</sup>

The importance of transportation in helping to establish new communities was equaled only by the necessity of having something to transport and Waukesha area pioneers immediately developed industries which could profit from their emerging transportation links with larger markets. These pioneers were aided in this effort by the availability of waterpower from the Fox River, an energy source that was utilized to power Waukesha's earliest industries. The first to do so was William A. Barstow, the local agent for Lord, Gale, and Barber; three partners who purchased Alonzo Cutler's original 160 acre claim and its associated water rights in 1837 and then set about building Waukesha's first dam and sawmill (non-extant) in the following year. The site of these resources is reputed to have been close to the present 390 W. Main Street and is just south of and immediately adjacent to the Madison Street bridge over which the new United States Road that was being built that same year crossed the Fox River.<sup>26</sup> The first flouring mill in the new community was also begun in 1838 "On the present [1982] site of the Bus Depot on Madison Street next to the bridge over the Fox River".<sup>27</sup> This mill was also built by Barstow on behalf of Lord, Gale, and Barber and it was known as the Forest City Mill (non-extant) and was built at a cost of \$30,000, making it the largest and best mill in the county at that time. Barstow soon became a partner in both these enterprises and remained so until about 1850 when the mills were sold to Thomas Williams.

Both of these mills were located on the west side of Madison Street just south of the Fox River and used the river as a source of power. Waukesha's first manufacturing plant was then erected in 1845 on the other side of Madison Street just to the east of these mills by Winchel D. Bacon (1816-?) who built a three-story-tall stone building (non-extant) to house his blacksmith shop and agricultural implement manufacturing business.

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<sup>24</sup> Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resources Survey. Op. Cit., pg. 91.

<sup>25</sup> Ibid, pg. 94.

<sup>26</sup> Ibid, pg. 13. Broadway is the name of Madison Street east of the Fox River.

<sup>27</sup> Ibid.

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Thus, by the time the first train of the Milwaukee and Mississippi Railroad arrived at its new depot in 1851, the area immediately surrounding the Madison Street-Fox River junction at the foot of the Madison Street hill had already become the village center for industry and for transportation. Even so, the topography in that area dictated that only a limited number of building sites could be developed on this side of the river, so commercial and residential building construction in Waukesha was confined almost exclusively to the level plats located on the river valley floor on the other side of the river for many years to come. Still, the presence of the industry-transportation nexus at the foot of Madison Street meant that development would be skewed in that direction during the nineteenth century, a circumstance with consequences for the blocks to the east of the Five Points.

While topography was aiding the growth of industry and transportation on the west bank of the river, readily developable lots and man-made factors such as roads were aiding the growth of commerce and development on the east side. The heart of this growth occurred around the place where the three thoroughfares that would become known as Main Street, Broadway, and Grand Avenue all intersect. This junction has been known as the "Five Points" since early in Waukesha's history because of the five angled blocks that were created where the streets intersect. Such junctions have always been a natural place around which development occurs and Waukesha proved to be no exception.

Charles R. Dakin opened the first general store in Waukesha on the southeast corner of the Five Points, in 1839. John Gaspar, another pioneer merchant, opened his cabinetmaking shop two years later, in 1841, at the southwest corner of Main and Gaspar, the street that now bears his name. Seventeen years later, in 1858, Claes Estberg opened his jewelry store on the southwest corner of the Five Points, where it remained until 1985.<sup>28</sup>

By 1856, the Five Points were surrounded by an increasingly dense mix of frame commercial buildings and dwellings, but in 1857, the construction of the Robinson Block at 342-4 W. Main Street began to change the appearance of the area. This building was constructed out of Waukesha limestone and its size and elaborateness signaled the beginning of a new era in the history of the downtown. By 1871, the downtown core of Waukesha was becoming a dense mass of two and three-story stone and brick commercial buildings with the heaviest concentrations being on Main Street and Broadway to the west of Grand Avenue. The area east of Grand Avenue that included Block C did not share in this growth, however, and buildings of similar size and value were limited primarily to the end of the blocks that faced directly onto the Five Points. The 1884 Sanborn-Perris map of this area shows that at that date the only concentration of masonry construction two-story commercial buildings on Block C consisted of five buildings at the western tip of the block. Five more (including Map Nos. 3, 5, 9B, and 10) were scattered around the remaining periphery and these were intermixed with three frame houses and two frame stores.

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<sup>28</sup> Waukesha Landmarks Commission. "The Five Points Downtown Historic District."  
Waukesha: Waukesha Landmarks Commission. Not dated but ca.1983.

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Comparable building mixes are also evident on the blocks to the north and south of Block C (Blocks B and H, respectively) that shared position on the Five Points and this pattern did not change appreciably until the turn-of-the-century. Gradually, the increasing population of the city (from 2500 in 1870, to 8740 in 1910) began to increase the building density of these blocks as well, but even by 1911, Block C still retained three frame buildings and several vacant lots.

By the time Waukesha plumbing contractor Arthur A. Andrews (1879-1954) built the first section of his building on W. Broadway in 1914 (Map No. 4D), the blocks to the east of Grand Avenue had begun to resemble the more established ones to the west.<sup>29</sup> In 1913, the U. S. Government constructed a new Neo-Classical Revival style post office building (NRHP - 10/28/83) on the triangular east end of the block to the south of Block C, and other large important buildings were to follow. As the size of the city began to change, land near the Five Points became more valuable and the last remaining empty lots were filled and frame buildings were superseded by masonry construction replacements. By 1929, most of Block C's contributing resources had been constructed or had had their original facades remodeled and by the beginning of World War II Block C had assumed its present appearance.

The period of significance associated with the Block C Historic District spans the years ca.1856-1945, and were determined by the construction dates of the major resources within the district. Collectively these resources form both an architectural and an historical continuum even though the resources are markedly different in terms of their architectural styles. This period also corresponds with two of the major eras in the history of the City of Waukesha identified by the Waukesha Intensive Survey: Waukesha's Spring Era; and Waukesha's Post Springs Industrial Era.

### Architecture

The Block C Historic District is significant architecturally as an excellent collection of nineteenth and mostly early twentieth century commercial buildings that for the most part are fine representative examples of both the Commercial Vernacular form and the Twentieth Century Commercial style. The district contains 5 contributing buildings and 5 non-contributing buildings. The contributing buildings include a single Richardsonian Romanesque Revival style-influenced Commercial Vernacular form building (Map No. 8), one early twenty century example of the form (Map No. 10) and three of Waukesha's best and most intact examples of the Twentieth Century Commercial style (Map Nos. 2, 4, and 6). These buildings are of architectural significance in themselves and they have additional significance for being representative of general trends in the development of commercial building styles and vernacular forms, both in Waukesha and elsewhere.

<sup>29</sup> Waukesha Freeman. December 13, 1954. Obituary of A. A. Andrews.

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Commercial buildings such as those found in the district currently represent the leading edge of work involved in the development of more sophisticated and accurate architectural typology. This is attested to in the introduction to the Vernacular Forms Section of the Architecture Theme in the CRMP which states that "Descriptions of vernacular forms are offered (here) with full knowledge that this is a little understood aspect of the built environment and that much more study is needed."<sup>30</sup> Ten years ago, when the Intensive Survey of Waukesha was undertaken, buildings such as those found in the district were evaluated largely on the basis of their integrity and whether or not they were close enough in design to recognized architectural styles to warrant being nominated to the NRHP on that basis. Gradually, though, a more sophisticated view of these buildings developed and "Common buildings whose distinguishing characteristic was their simplicity began to be viewed as keystones in the architectural history of Wisconsin."<sup>31</sup> Today, enough work has been done in identifying and categorizing such resources on both the state and national levels to now make it possible to evaluate vernacular forms of commercial buildings using criteria other than integrity alone. This is apparent in the creation of the Commercial Vernacular form and Twentieth Century Commercial style categories developed by the staff of the Historic Preservation Division of the State of Wisconsin and it can also be seen in such new works as the recently published book The Buildings of Main Street: A Guide to American Commercial Architecture, written by Richard Longstreth.

Commercial Vernacular

Some of the simply designed retail store buildings built between 1850 and 1920 in Wisconsin are now considered to be examples of the Commercial Vernacular form. This label was developed by the Historic Preservation Division to answer the need for a category into which could be placed the vast number of such buildings within the state that do not fall under the standard architectural styles. The description of this form included in the CRMP states that:

- . The label "vernacular commercial" is less specific to a visual type than other significant Wisconsin building forms, and can be generally applied to simply-designed commercial buildings of the late nineteenth century and early twentieth centuries. All varieties, if not radically altered, include large retail show windows on the ground story. Upper stories, whether meant to serve business or residential uses, are characterized by simple window openings. Doors to serve ground-story shops and upper stories are simple and, when original, are generally of panelled wood with a single window above. An emphatic cornice with some

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<sup>30</sup> Wyatt, Barbara (Ed.). Cultural Resource Management in Wisconsin. Historic Preservation Division, State Historical Society of Wisconsin, Madison, Wisconsin. 1986. Vol. 2, 3-1 (Architecture).

<sup>31</sup> Ibid.



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decorative treatment (compound brick corbelling, wood moldings, or metal friezes, with finials or thick corbels at the ends) and a cornice or I-beam above the storefront are usually the only decorative touches. Simplified period motifs are implied, but without any overt stylistic character. Frequently, vernacular commercial buildings, as other commercial buildings, were partially illuminated on the ground floor by a transom across the facade. The transoms are often covered with modern signage. Although there are free-standing vernacular commercial buildings, many are joined by party walls into continuous commercial streetscapes.<sup>32</sup>

As knowledge of this form increases it is probable that it will be subdivided into smaller, more descriptive categories. Until then, such buildings will, of necessity, be thrown together in a somewhat undifferentiated way. Currently, the form includes many buildings which appear to share slight stylistic identities but that do not yet merit a stylistic category of their own. For now, examples of the form can be roughly differentiated from one another on the basis of their date of construction. Generally speaking, nineteenth century examples of the form grow taller as the century progresses and they are generally narrower than their twentieth century counterparts and are somewhat more elaborately decorated. Early examples are also very much orientated toward a single street front, even when they are placed on corner lots, and decoration tends to be limited to the principal facade. Twentieth century examples, on the other hand, are often broader and less tall than nineteenth century equivalents and frequently display some period revival style elements. Examples built on corner lots also are more likely to be designed in such a way that both the main facades are accorded a similar status and decoration is often employed on both of the principal facades.

Of the 10 buildings within the district, all the nineteenth century ones are (or were originally) examples of Commercial Vernacular design. These buildings include: the building at 261 W. Main Street (Map No. 3), built ca.1870; the building at 254-256 W. Broadway (Map No. 5), built ca.1870; the three buildings that now make up the John DeQuardo Building (Martin Brown Building (Map No. 9A), built ca.1890-5; the S. A. Fox Building (Map No.9B), built ca.1856; the building at 230 W. Broadway (Map No. 9C), built ca.1890-95); and the Carl G. Bergeler Livery (Map No. 10), built ca.1871.<sup>33</sup>

<sup>32</sup> Wyatt, Barbara (Ed.). Op. Cit. Vol. 2, 3-10 (Architecture).

<sup>33</sup> Determining construction dates and tracing occupancy histories for the period before 1890 in Waukesha is difficult because of the lack of property tax records and city directories for the years prior to that date. Fortunately, out-of-date City Assessors records dating from the 1930s have been preserved at the Waukesha County Historical Society and these records frequently contain building dates for nineteenth century buildings whose source is unknown (possibly lost tax records) but which have proved to be accurate when checked against contemporary source materials such as newspaper accounts. It is these records which were used to date most of the older buildings in the district.

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Only a single contributing nineteenth century example of this form now exists in the district, the John Williams Building at 238 W. Broadway (Map No. 8). Fortunately, this was the most elaborate of the district's nineteenth century buildings and it is also one of Waukesha's best examples as well, having been inventoried by the Waukesha Intensive Survey and noted as potentially eligible for listing (WK-J-6/5). This is a two-story limestone-faced Richardsonian Romanesque Revival style-inspired example built ca.1890-95 and it is similar to, but smaller than, buildings of similar style located in the the Downtown Historic District.

Twentieth Century Commercial style

The four remaining contributing resources in the district are all excellent examples of the Twentieth Century Commercial style. The identification of this style is the most recent fruit of research into commercial buildings of this era and its salient features are described below in a draft subsection written for the CRMP.

The Commercial Style or 20th Century Commercial Style is an early twentieth century commercial form. The style was rather utilitarian, and consequently was perhaps the most ubiquitous commercial style of the period. Examples may be found in both small and larger cities and range from one-story, single storefronts to large two or three story, multi-unit commercial blocks.

The style is characterized by a relatively unornamented, two-dimensional facade and a broad rectangular massing. Buildings are generally executed in "textured" brick, which has a coarse, striated appearance. A stepped or shaped parapet, often topped with a flat, stone or concrete coping is a common element. Ornamentation is generally confined to the use of contrasting materials or brick patterns in the cornice and a simply ornamented storefront often with prism glass transoms. Typical examples will have rectangular panels in the cornice framed by soldier or header brick courses, the insets of which are often detailed with decorative brickwork in herringbone or basket weave patterns. Small insets of tile, stone or concrete in diamond, square, or other simple shapes often form secondary accents. Window lintels and the storefront cornice line are often ornamented with soldier bricks.

The popularity of the Commercial style may be due to the simplicity of its design and ease of construction. A secondary factor was likely its versatility in application to needs and types of commercial enterprises emerging in the early twentieth century such as automobile showrooms and department stores. It appears to have been supplanted after the Great Depression by still more utilitarian and austere forms.<sup>34</sup>

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<sup>34</sup> The draft Twentieth Century Commercial style subsection is available at the State Historic Preservation Office, State Historical Society.

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All of the district's Twentieth Century Commercial style examples are excellent representatives of the style as described above. The finest of these is the four-section Andrews Building (Map No. 4), which was built between 1914 and 1945, making it virtually an anthology of the style. The original architect of the first section is unknown, and the subsequent architects were with Milwaukee firms such as Siebert and Kegler, about whom little more is known. The Metropolitan Chain Stores building (Map No. 6) and the remodeled facade of the Schober Garage (Map No. 2) that this building inspired are also excellent representative examples of the style, the Metropolitan Building in particular being perhaps the most intact building in the district. The last example is the remodeled 1929 facade of the C. A. Bergeler Livery whose original portion was built ca.1871-84

The five non-contributing resources in the district are all either modern buildings that do not meet the NPS 50 year rule or older buildings with remodeled modern facades. Never-the-less, these buildings do not detract from the district's ability to convey a sense of time and place and the fact that they are surrounded by other district buildings which possess a high degree of integrity ameliorates their non-contributing status.

The significance of the Block C Historic District lies both in the fine, representative designs of its contributing buildings and also in the fact that the newest of these buildings are representative of important early twentieth century architectural trends. The Block C district is also a conscious attempt to expand upon the work begun by the Downtown Historic District of 1983, which placed special emphasis on Waukesha's unusually rich heritage of nineteenth century commercial buildings. The authors of this earlier district were quite aware of the architectural and historical distinction they were making.

The Commercial Historic District is located west of the Five Points, which is formed by the intersection of Main Street, W. Broadway, and Grand Avenue. Although this area originally formed the nucleus of the downtown, the area east of Grand Avenue has been extensively altered. In addition, infill buildings dating from the 1910s and 1920s create a change in materials, scale, and style. Consequently, the historic district is located to the west of Grand Avenue to include an assemblage of buildings, dating primarily from the 1850s to 1900, which are significant architecturally and historically.<sup>35</sup>

It is the intent of this nomination to encourage the understanding and appreciation of twentieth century commercial buildings by listing the best surviving Waukesha concentration of such buildings. It is also hoped that this district will increase

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<sup>35</sup> Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resources Survey. Howard, Needles, Tammen, and Bergendoff, Milwaukee, Wisconsin, 1982. Pg. 136.

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local awareness of the value of this neighborhood's historic building stock at a time when knowledge of restoration activities in Waukesha's other historic districts is also becoming more widespread.

The Block C Historic District is being nominated to the NRHP because it is a visually distinct entity comprised largely of fine, mostly early twentieth century commercial buildings. The size and integrity of these buildings and their prominent location adjacent to Waukesha's still highly intact and predominantly nineteenth century commercial core makes the proposed district a significant addition to and a continuation of the already listed Waukesha Downtown Historic District, which is one of Wisconsin's finest surviving nineteenth century commercial centers.

Archeological Potential

The extent of any archeological remains in the district is conjectural at this time. Earlier buildings are known to have occupied almost all of the sites in the district, but it is likely that site excavation work for newer buildings would have obliterated most historic remains of such buildings. No information about possible prehistoric remains in this area was found in the course of this research although the site of the city of Waukesha is well known for its associations with both the Mound Building culture and the Potawatomi Indian tribe. It is likely, however, that any remains of these pre-European cultures located within the district would have been greatly disturbed by the building activity associated with the subsequent development of this area.

9. Major Bibliographical References

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Butterfield, Consul W. The History of Waukesha County, Wisconsin. Western Publishing Company, Chicago, Illinois, 1880.

Previous documentation on file (NPS): X See continuation sheet

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

Specify repository: \_\_\_\_\_

10. Geographical Data

Acreage of property 2.2 acres

UTM References

A	<u>1/6</u>	<u>3/9/9/7/0/0</u>	<u>4/7/6/2/6/0/0</u>	B	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>
	Zone	Easting	Northing		Zone	Easting	Northing			
C	<u>/</u>	<u>/</u>	<u>/</u>	D	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>

       See continuation sheet

Verbal Boundary Description

The Block C Historic District is located in the NE\* of Section 3, T6N, R19E and consists of all of Block C, Gale, Barstow & Lockwood's Addition to the plat of Prairie Village in Waukesha County, Wisconsin.

  X   See continuation sheet

Boundary Justification

The boundaries of the district enclose all the land that has been historically associated with the individual resources included in the district.

       See continuation sheet

11. Form Prepared By

name/title Timothy F. Heggland/Consultant

for: City of Waukesha Plan Commission

organization 201 Delafield St., Waukesha, WI date September 30, 1992

street & number 1311 Morrison Street telephone 608-251-9450

city or town Madison state WI zip code 53703

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Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resources Survey. Howard, Needles, Tammen, and Bergendoff, Milwaukee, Wisconsin, 1982.

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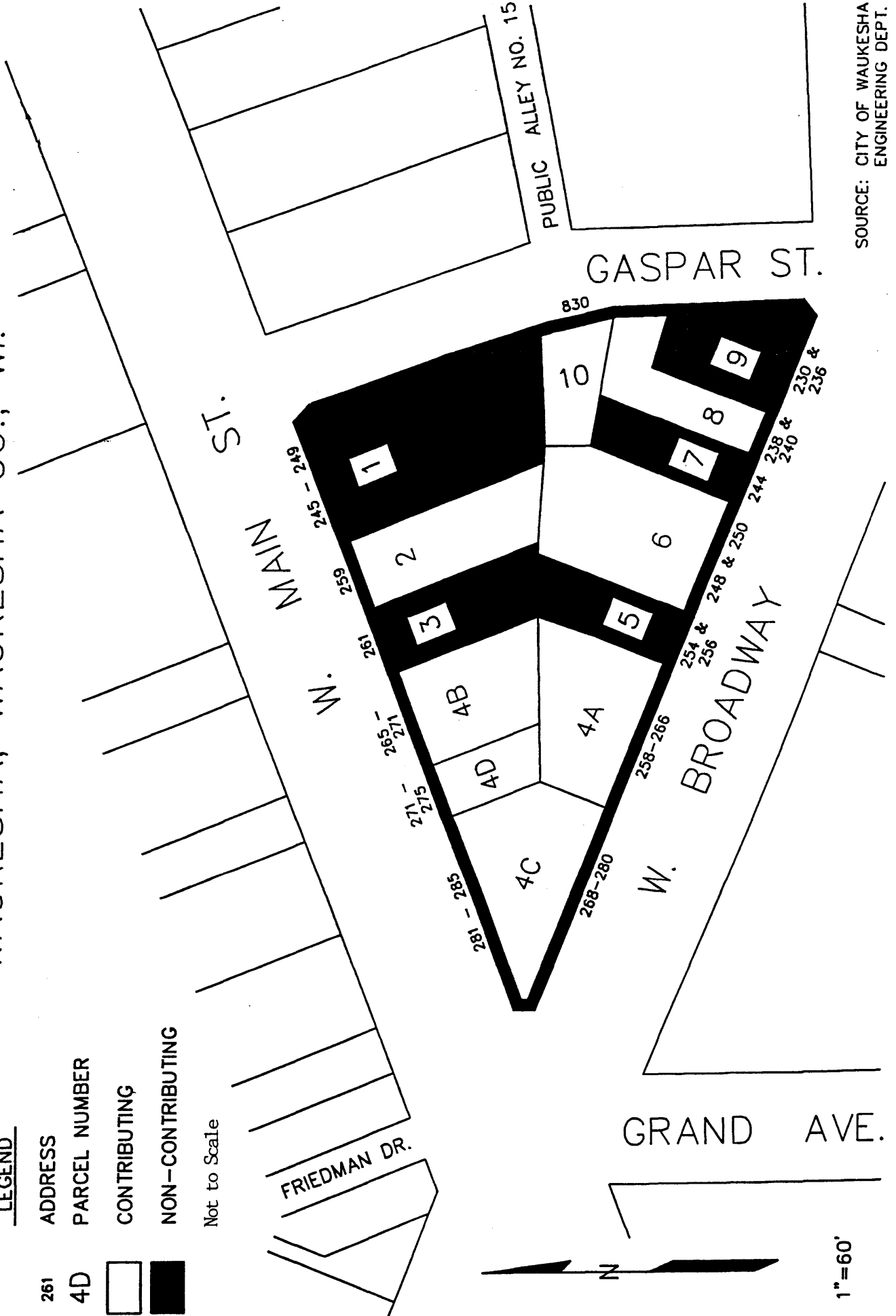
Wyatt, Barbara (Ed.). Cultural Resource Management in Wisconsin. Historic Preservation Division, State Historical Society of Wisconsin, Madison, Wisconsin, 1986. Vol. 2.

# BLOCK "C" DOWNTOWN HISTORIC DISTRICT WAUKESHA, WAUKESHA CO., WI.

**LEGEND**

- 261 ADDRESS
- 4D PARCEL NUMBER
-  CONTRIBUTING
-  NON-CONTRIBUTING

Not to Scale



SOURCE: CITY OF WAUKESHA  
ENGINEERING DEPT.