

**United States Department of Interior  
National Park Service**

**National Register of Historic Places  
Registration Form**

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

**1. Name of Property**

historic name Roosevelt Avenue Historic District

other names/site number \_\_\_\_\_

**2. Location**

street & number	415, 419, 429, 443, 449 and 455 Roosevelt Avenue	N/A	not for publication
city or town	Eau Claire	N/A	vicinity
state	Wisconsin	code	WI
county	Eau Claire	code	035
zip code	54701	zip code	54701

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  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  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments.)

2/24/09

Signature of certifying official/Title

Date

**State Historic Preservation Officer - Wisconsin**

State or Federal agency and bureau \_\_\_\_\_

In my opinion, the property  meets  does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

Signature of commenting official/Title \_\_\_\_\_

Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

Roosevelt Ave Historic District

Eau Claire

Wisconsin

Name of Property

County and State

**4. National Park Service Certification**

- I hereby certify that the property is:
- entered in the National Register.
- See continuation sheet.
- determined eligible for the National Register.
- See continuation sheet.
- determined not eligible for the National Register.
- See continuation sheet.
- removed from the National Register.
- other, (explain:)

*Edgar H. Beall*

4.15.09

*for*

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property**  
(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**  
(Check only one box)

- building(s)
- district
- structure
- site
- object

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

contributing	noncontributing
4	1 buildings sites structures objects
4	1 total

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

N/A

**Number of contributing resources is previously listed in the National Register**

1

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)  
DOMESTIC/single dwelling

**Current Functions**

(Enter categories from instructions)  
DOMESTIC/single dwelling

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Tudor Revival

Colonial Revival

Modern Movement

**Materials**

(Enter categories from instructions)

Foundation STONE/CONCRETE

walls STONE/WOOD/BRICK

roof ASPHALT

other WOOD

**Narrative Description**

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

Roosevelt Avenue Historic District  
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## 8. Statement of Significance

### Applicable National Register Criteria

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

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

### Criteria Considerations

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

Property is:

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

### Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

### Period of Significance

1929-1941

### Significant Dates

N/A

### Significant Person

(Complete if Criterion B is marked)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Hancock, Edward J.

### Narrative Statement of Significance

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

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### 9. Major Bibliographic References

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

**Previous Documentation on File** (National Park Service):

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

**Primary location of additional data:**

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

Name of repository:

### 10. Geographical Data

**Acreage of Property** 5.1 acres

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

1	15	619190	4961285	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2	15	619390	4961265	4			
	Zone	Easting	Northing		Zone	Easting	Northing

See Continuation Sheet

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

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

### 11. Form Prepared By

<b>name/title</b>	Eric J. Wheeler/ Consultant for:	<b>date</b>	July 2008
<b>organization</b>	City of Eau Claire - Landmarks Commission	<b>telephone</b>	715-839-4914
<b>street &amp; number</b>	203 South Farwell Street	<b>zip code</b>	54701
<b>city or town</b>	Eau Claire	<b>state</b>	WI

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**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

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

**Photographs** Representative black and white photographs of the property.

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

**Property Owner**

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

<b>name/title</b>	Various	<b>date</b>	July 2008
<b>organization</b>		<b>telephone</b>	
<b>street&amp;number</b>	415, 419, 429, 443, 449 and 455 Roosevelt Avenue	<b>zip code</b>	54701
<b>city or town</b>	Eau Claire	<b>state</b>	WI

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

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

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Roosevelt Avenue Historic District  
Eau Claire, Eau Claire County, Wisconsin

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**GENERAL DESCRIPTION**

The Roosevelt Avenue Historic District is a residential neighborhood located on the south side of the Third Ward, a political division of the City of Eau Claire. The district is comprised of six residences located in succession along the south side of Roosevelt Avenue. This small concentration of historic resources includes large-scale residences that display a variety of period revival architectural styles and retain excellent integrity. The Roosevelt Avenue Historic District is located east of Wilson Street, south of McKinley Avenue, west of Coolidge Court and north of Putnam Park; approximately three blocks east of the University of Wisconsin – Eau Claire and one mile southeast of the Eau Claire downtown business district.

The City of Eau Claire is located approximately 75 miles east of Minneapolis/St. Paul at the crossroads of Interstate 90-94 and US Highway 53. Eau Claire is a major regional population center with a large retail, service and light manufacturing economic base. Eau Claire is also the home to several major educational and health care institutions in the Chippewa Valley. Located at the confluence of the Chippewa and Eau Claire rivers, Eau Claire was a 19<sup>th</sup> century lumber era boomtown that successfully made the transition to other industries in the early decades of the 20<sup>th</sup> century.

Located south of the Third Ward Historic District (NRHP 1983- Addition 2004) and just east of the Eau Claire Park Company Addition Historic District (NRHP 2004), the Roosevelt Avenue Historic District is within one of the most prestigious neighborhoods in the City of Eau Claire. The irregular sized lots are well wooded, attractively landscaped and vary in size from one-half to one acre. The homes are arrayed along a gentle curve of Roosevelt Avenue and set back from the street to provide a maximum of privacy. All but one of the parcels in the Roosevelt Avenue Historic District is bounded on the south by Little Niagara Creek, a small tributary of the Chippewa River, which runs through Putnam Park. The proximity to the creek and park not only provides privacy, but adds a large buffer of natural open space to the rear of the residences.

The Roosevelt Avenue Historic District is eligible for the National Register under *Criterion C* for architecture. The district contains an impressive collection of early twentieth-century homes and is one of the highest concentrations of Tudor Revival and Colonial Revival homes in the City of Eau Claire. The concentration of style and dates of construction from the late 1920s to the early 1940s lends a cohesive feel to the district that sets it apart from other more stylistically eclectic areas of the Third Ward. In addition, these homes are associated with the professional and industrial leaders of the City of Eau Claire at the time when Eau Claire emerged as the leading commercial and cultural center of western Wisconsin.

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**ARCHITECTURAL DESCRIPTION OF INDIVIDUAL BUILDINGS**

**Colonial Revival**

Recalling the period of America's initial settlement by Anglo-European immigrants, the Colonial Revival was a popular style for residences during the first half of the twentieth century. The term refers not to a single style but to a variety of sub-types of which the Georgian, Dutch and Adam are the most common. Two-story, side gabled mass with central entry and symmetrical fenestration are elements seen in all three subtypes. The Roosevelt Avenue Historic District was developed during the period of high popularity of the Colonial Revival style and was favored by the wealthy and influential elite in Eau Claire.

443 Roosevelt Avenue  
Dr. Nels and Alice Werner – 1929

The Werner House is an exceptional example of the Georgian Revival variant of the Colonial Revival style and was individually listed on the National Register of Historic Places in 2001. This two-story red brick house has a side-gabled rectangular mass with an asphalt shingle roof and flanking brick chimneys. The street elevation has three symmetrically positioned gable roofed dormers that feature a pedimented façade with arched double-hung windows with keystones. Along the roof line under the eaves is a row of modillions with cornice returns on either end. The façade is divided into five bays with the two sets of flanking bays comprised of two pairs of evenly spaced six-over-six double hung windows on both the first and second stories, with jack-arch lintels over the first story windows. Sets of louvered shutters with diamond-shaped cut-outs frame all of the windows. The entry bay features a central, colonnaded portico of four Doric columns and two Doric pilasters arranged in a semi-circle. Atop the entry is a broad entablature with projecting cornice surmounted by a decorative metal balustrade. A single six-over-one double hung window is positioned above the entry. The main entry under the portico includes a single door flanked by sidelights and capped with an elliptical fanlight window. The house is flanked by two attached wings that have size, scale and exterior detail similar to the house and function as a screened porch and two-car garage.

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429 Roosevelt Avenue  
Dr. John Ziegler – 1929

Built the same year as the Werner House, the Ziegler House displays the same elegant Georgian Revival style and many of the architectural elements seen in the Werner House. This two-story, red brick house has a side-gabled rectangular mass with an asphalt shingle roof and single brick chimney on the west side. The street elevation has three symmetrically positioned hip-roofed dormers with simple six-over-six double-hung windows. Along the roof line is a projecting cornice with a broad, plain entablature under the eaves highlighted with dentils and cornice return on either end. The façade is divided into three bays with the two flanking bays comprised of a single six-over-one double-hung window on the second story and a pair of six-over-one double hung windows with soldier-course lintels on the first story. Sets of louvered shutters frame all of the windows. The entry features a central, colonnaded portico of four Corinthian columns and two Corinthian pilasters arranged in a semi-circle with the portico terminating in squares on either side. Above the entry is a broad entablature with dentils surmounted by a projecting cornice with reduced scale dentils. A wooden balustrade sits atop the projecting cornice enclosing the open space above the entry. On the second story above the entry is a pair of evenly-spaced slightly smaller sized six-over-one windows. On the west side of the house is a one-story brick extension that appears to be original. A two-car garage with attached breezeway is located on the east side of the home and appears to be of more recent vintage. The garage and breezeway has a flat roof and horizontal wood siding, but does not detract from the overall architectural integrity of the house.

419 Roosevelt Avenue  
Dr. James and Louise Tanner – 1941

The Tanner House is a later variation of the Colonial Revival style that differs from the Georgian Revival sub-type in that the exterior is horizontal wood siding above, painted brick below and the second story projects slightly over the first story. The contrasting surfaces and cantilevered overhang are distinguishing elements of the Garrison style variation of the Colonial Revival. The full two-story side-gabled rectangular mass with three bays, central entry and symmetrical window placement identify this house as a Colonial Revival. The central entry has a classically-influenced frontispiece with flanking bracket lamps. The three eight-over-eight evenly placed second story windows punctuate the eaves and have dormer-like asphalt gable roofs. This unusual window placement, known as wall dormers, is another Post-medieval element of this house. The tall eight-over-twelve first story windows are flanked by louvered shutters with tear-drop shaped cut-outs. An attached two-car garage on the west side has a roof extension with arched openings supported by wooden posts. The size and appearance of



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the garage complements the house.

**Tudor Revival**

Loosely based on medieval English building traditions, the Tudor Revival style often features a steeply pitched roof with prominent asymmetrical cross gable, half-timbered, stucco or stone exterior, and groups of tall, multi-paned windows. Several sub-variants are identified as Jacobean and Elizabethan in high-style Tudor Revival. The Tudor Revival style was popular in the United States in the decades between World War I and World War II and was popular for both upper and middle class homeowners.

415 Roosevelt Avenue  
Owen and Florence Ayres – 1937

The spacious and commanding Ayres House anchors the west end of the Roosevelt Avenue Historic District and is a widely recognized high-style home in the Third Ward. The L-shaped mass with steep, intersecting gables features a distinctive half-round entrance tower with conical roof in the center of the main façade. The asphalt shingle gable roof has a central chimney in the middle of the east-west wing. Wall material for the entire house consists of irregularly cut, rectangular limestone blocks with a smooth face. Similar-sized, paired multi-paned casement windows are located on the first and second stories. A multi-paned rounded oriel window on the first story and a tall wall dormer on the second story and narrow lancet windows in the attic are additional stylistic elements. The two-story entrance tower with second story balcony reflects a French Provincial influence in this residence. A tuck-under, built-in two car garage faces the street on the northwest end of the house. A small, shed-roof bay located between the entrance tower and garage adds to the complexity and asymmetry of the street elevation. Along with the Nels Werner House, the Owen Ayres House was identified in a 1997 reconnaissance survey of Eau Claire's Third Ward as individually eligible for the National Register of Historic Places.

455 Roosevelt Avenue  
Alex and Eleanor Garnock – 1929

The Garnock House defines the east end of the district and is an excellent and well-preserved example of a 1920s, high-style Tudor Revival residence. The two-story rectangular mass is accented by a steeply pitched ell entry on the north end of the facade and a towering central chimney. The dark brown brick exterior is punctuated by tall, narrow, multi-paned casement windows arranged singly or in groups of two or three. The light colored window trim accents the window placement. A variety of stylistic

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elements in the front-gabled entry include a Tudor-arched door opening with patterned stonework surround. Above the entry is a pair of eight-paned casement windows with flanking light-colored Dutch-door design wooden shutters. Atop the pair of windows above the entry is a tall, narrow blind window opening with sill and lintel embedded in the brickwork. Decorative cut stone surrounds around the base of the chimney, flanking the triple windows on the first story and on the south corner of the house add to the picturesque appearance. Attached on the north side is an enclosed passageway and single car garage of similar design and detailing that appear to be original.

**Ranch Style**

The Ranch Style originated in California in the 1930s and is loosely based on early Spanish Colonial precedents of the American southwest and modified by influences borrowed from the Prairie and Craftsman Styles. The Ranch home is typically a single-story, sprawling L-shaped mass with low-pitched gable or hip roof and attached garage. Large picture windows with a recessed or canopied entry are also common. The Ranch Style became the dominant residential style in the United States through the 1950s and 1960s.

449 Roosevelt Avenue  
Edgar and Arlene Peterson – 1954

The Peterson House is a typical one-story 1950s Ranch Style home with a low-pitch gable-roofed L-shaped mass and prominent two-car attached garage. The exterior has wide horizontal wood siding and large paired casement windows. The east and main wing has a slightly recessed bay and recessed entry. The entry door is accented with tall, narrow sidelights. A two-flue stone-clad chimney is positioned on the south slope of the asphalt shingle gable roof. The garage has a centrally-placed louvered ventilator and abstracted cornice returns on the roof eaves. The Peterson House was designed by Frederick A Schweiger of Moose Lake, Minnesota. Schweiger worked in the Moose Lake area for many years and was a relative of Mrs. Peterson. Because the Peterson House was built more than a decade after the other homes in the district, and is not a period revival style house like the others in the district, it is considered a noncontributing resource to the district.

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**RESOURCE INVENTORY – ROOSEVELT AVENUE HISTORIC DISTRICT <sup>1</sup>**

<u>Code</u>	<u>Address</u>	<u>Name</u>	<u>Date</u>	<u>Style</u>	<u>Status</u>
1	415 Roosevelt Ave.	Owen and Florence Ayres	1937	Tudor Revival	C
2	419 Roosevelt Ave.	Dr. James and Louise Tanner	1941	Colonial Revival	C
3	429 Roosevelt Ave.	Dr. John Ziegler	1929	Colonial Revival	C
4	443 Roosevelt Ave.	Dr. Nels and Alice Werner	1929	Colonial Revival	C
5	449 Roosevelt Ave.	Edgar and Arlene Peterson	1954	Ranch	NC
6	455 Roosevelt Ave.	Alex and Eleanor Garnock	1929	Tudor Revival	C

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<sup>1</sup> Dates of construction were obtained from the Architecture and History Inventory of the Wisconsin Historical Society and then confirmed or modified by further research in the Eau Claire City Directories, Sanborn-Perris Fire Insurance Maps, and an archival aerial photo of the Roosevelt Avenue neighborhood.

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**STATEMENT OF SIGNIFICANCE**

The Roosevelt Avenue Historic District is nominated to the National Register of Historic Places under *Criterion C* for architecture because it contains a concentration of fine examples of period revival architectural styles, in particular the Colonial and Tudor Revival styles. The district has a small number of resources, but they comprise a high concentration of stylistically significant residences that retain excellent integrity. The Roosevelt Avenue Historic District is architecturally significant in that it represents the development of period revival styles in Eau Claire during the period of regional and national popularity of these architectural types. The period of significance is 1929-1941, which corresponds with the construction dates of the contributing resources.

**Historical Overview**

The early history of the City of Eau Claire is closely associated with the development of the lumber industry in the Chippewa Valley. Logs were rafted down the Chippewa River as early as the 1820s, and in 1846 the first sawmill in Eau Claire was erected at the confluence of the Chippewa and Eau Claire rivers. Several sawmills were in full operation by 1855, and immigrants from Europe and Canada poured into the region to work in the mills and to clear farmland. By 1857, one small village had developed on the west bank of the Chippewa River just downstream from the confluence with the Eau Claire River. Divided from each other by two unpredictable rivers, two other small communities grew up on the north and south sides of the Eau Claire River.

By 1861, the three small villages of Eau Claire had a combined population over 3000 compared to a relative handful of residents just ten years earlier. Reliable bridges were completed across the Eau Claire River in 1859 and the Chippewa River was spanned in 1869. The first railroad line came to the area in 1870 and in 1872 the three communities incorporated as the City of Eau Claire. With westward migration and settlement booming after the Civil War, Eau Claire produced nearly one-half of all the lumber manufactured in the Chippewa Valley. Within two decades, Eau Claire became a major center of commerce and settlement in western Wisconsin with a population of 21,000 in 1885 and Wisconsin's third largest city. As the timber resource was depleted faster than anyone had anticipated, the Lumber Era in the Chippewa Valley reached its zenith in the early 1890s and then went into a steep decline. By the time the last mills closed, Eau Claire had lost twenty percent of its population.<sup>1</sup>

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<sup>1</sup> "Eau Claire Landmarks," Eau Claire Landmarks Commission, Eau Claire, WI, 1986; updated 2002, p. 3.

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In spite of the financial difficulties caused by the end of lumbering as the base industry, Eau Claire made a transition to other sources of employment. More successfully than many other cities in northern and western Wisconsin, Eau Claire switched from lumbering to manufacturing, retail and other service industries in the early decades of the 20<sup>th</sup> century. By the early 1900s, the Phoenix Manufacturing Company and the McDonough Manufacturing Company became well-established industries in the city. Both of these manufacturers had earlier produced machinery for the logging industry. What is today National Presto Industries began in Eau Claire in 1905 as Northwestern Steel and Iron Works, and by 1915 switched to manufacturing small pressure cookers and became a national leader in the production of household cooking appliances. What was to become the largest manufacturing plant and biggest employer in the Chippewa Valley opened in 1917 in Eau Claire as the Gillette Safety Tire Company. By 1918, Eau Claire was well established as a regional industrial center with forty-five different manufacturing companies employing nearly 3000 workers.<sup>2</sup>

By the mid-1920s Eau Claire was experiencing great industrial prosperity. The manifestations of a thriving economy were evident in the downtown area as well as the adjacent residential neighborhoods, especially the Third Ward. Also, during the 1920s automobiles became popular, and streets were extended and improved throughout the city. In 1916, Schofield Hall, the administration and classroom building for the newly opened Eau Claire Normal School, was built on the western periphery of the Third Ward. During this time, the prestigious Third Ward neighborhood continued to be a popular place for the wealthy and influential to build their homes.

Several events in the Third Ward led to the development of the Roosevelt Avenue Historic District as a small enclave of high-style homes. In 1902, several wealthy Eau Claire lumbermen established the privately operated Eau Claire Driving and Athletic Park in the southern part of the Third Ward, east of Wilson Street and north of the wooded area along Little Niagara Creek. The half-mile race track with attendant horse stables and grandstand for up to 600 spectators was hailed as the opening of a site for "brilliant racing events – satisfactory to all."<sup>3</sup> However, the race track apparently was not the success that its owners had hoped for. In 1914, the track was closed and the grandstand was relocated a block to the east to become part of a new field for a local amateur baseball team. The vacated Driving Park site was then prepared for residential development by the park owners including well-known lumberman, John S. Owen.

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<sup>2</sup> Lois Barland, *The Rivers Flow On*, Stevens Point, WI: Worzalla Publishing Company, 1965, pp. 202-207.

<sup>3</sup> *Eau Claire Leader*, 3 September 1902, p. 5.

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“The Park addition will add some three fine blocks for residences, from Wilson Street east. The streets crossing the park addition are Garfield, McKinley and Roosevelt Avenues, *the later will be the more pretentious, winding about in a sort of a horse shoe or heart shaped course.*”<sup>4</sup> (italics added)

The footprint of the former race track in the Driving Park resulted in the gentle curve at the east end of Roosevelt Avenue just before the intersection with McKinley Avenue. And further adding to the distinctive boulevard-like appearance of the junction is a small grassy island in the middle of the intersection of Roosevelt Avenue and McKinley Avenue.

Twelve years later, in 1926, the baseball field was closed and the grandstand situated at the southeast corner of Garfield and Farwell streets was torn down. Perhaps the removal of this last vestige of public athletic events in the neighborhood made the remaining vacant lots along Roosevelt Avenue more attractive to well-to-do potential owners seeking both prestige and privacy. An aerial photo of the southeast corner of the Third Ward from circa 1929-1930 shows only eight homes on the 400 block of Roosevelt Avenue, three of which are in the Roosevelt Avenue Historic District.

**Architectural Significance**

The Roosevelt Avenue Historic District is architecturally significant as a highly concentrated group of distinctive period revival style homes located in the most desirable residential neighborhood in the City of Eau Claire. The lot size, landscaping and high level of maintenance of all six of the resources in the district enhance the appearance and preserve the architectural significance of the district as a whole. The Colonial Revival and Tudor Revival styles are represented in both standard interpretations and later variations on these period styles. A single post-World War II era home (NC) is an exception to the period revival theme.

Perhaps a major influencing factor in the choice of style, size and location of the homes in the district is the striking biographical homogeneity of the original owners of these residences. All of the men who built these homes were “sons of the late Victorian era” born in the last decades of the nineteenth century. Of the group of six owners, there were three physicians, two engineers, and a banker who all

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<sup>4</sup> Eau Claire Leader, 29 November 1914, p. 9.

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achieved professional success in the 1920s and 1930s. Owen Ayres (1889-1981) operated a sand and gravel company and later established the largest engineering firm in the city. Dr. James Tanner (1893-1954) was an eye, ear, nose and throat specialist and on staff at both Luther and Sacred Heart hospitals. Dr. John Ziegler (1887-1970) was in private practice for over forty years in Eau Claire. Dr. Nels Werner (1880-1943) was a surgeon and early member of the Midelfart Clinic in Eau Claire. Edgar Peterson (1899-1991) was in banking and a founding director of the American National Bank in Eau Claire. Alex Garnock was the Eau Claire city engineer and later city public works director, as well as the owner of an engineering firm. He designed the Owen Park Bandshell (NRHP-2003) and Carson Park Baseball Stadium (NRHP-2003).<sup>5</sup>

Two outstanding Colonial Revival style homes comprise the heart of the six-resource district. The Dr. Nels and Alice Werner House (1929) at 443 Roosevelt Ave. and the Dr. John Ziegler House (1929) at 429 Roosevelt Ave. are excellent examples of the high-style Georgian Revival variant of the Colonial Revival style. They both feature a two-story brick exterior with central colonnaded entry and symmetrically placed windows and roof dormers. Although these two homes show some minor differences, they both present a very attractive, well-balanced façade that is enhanced by the muted color scheme of the shutters and trim. These two residences compare favorably to several other Georgian Revival homes in the city, including the nearby William Schwahn House (1928) at 447 McKinley Ave. and the larger and somewhat earlier Orlando Brice House (1918) at 120 Marston Ave. and the John S. Owen House (1923) at 907 Porter Ave. Both the Brice House and Owen House are on the National Register of Historic Places and are City of Eau Claire landmarks.

Next door to the west of the two pivotal Georgian Revival homes is the Colonial Revival Dr. James and Louise Tanner House (1941) at 419 Roosevelt Ave., built over a decade later. The two-story, wood-frame Tanner House has the basic mass and symmetry typical of the Colonial Revival style but shows some distinctive Garrison style variations with the second story overhang and gable-roofed wall dormers. This variation on the Colonial Revival became much more popular in the decades after World War II and is seen in other residential neighborhoods in Eau Claire.

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<sup>5</sup> Eau Claire Leader-Telegram, 7 December 1981, obituary.  
Eau Claire Daily Telegram, 18 November 1954, obituary.  
Eau Claire Daily Telegram, 16 February 1970, obituary.  
Eau Claire Leader, 27 February 1953, obituary.  
Eau Claire Leader-Telegram, 19 August 1991, obituary.  
Eau Claire Leader-Telegram, 8 February 1972, obituary.

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The Tudor Revival style is well represented in the district by two quite different interpretations of the style. The earlier Alex and Eleanor Garnock House (1929) at 455 Roosevelt Ave. is a dark brown brick two-story side-gabled residence with front-gabled entry and towering central chimney. The front chimney and steep gable on the entry are hallmarks of the Tudor Revival. The cut-stone trim positioned at various openings and corners on the first story adds a quaint stylistic distinction as well. Nearby examples of other similar high-style Tudor Revival residences are the E.B. Bundy House (1927) at 474 Roosevelt Ave. and the Edward Hancock House (1927) at 480 Roosevelt Ave. The Bundy House and Hancock House have a stucco exterior and both were designed by local architect Edward J. Hancock (see below).

Perhaps the most distinctive residence in the district is the imposing and spacious Owen and Florence Ayres House (1937) at 415 Roosevelt Ave. This stone-clad two story home has the asymmetrical, cross-gabled mass, and oriel window that are typical of the Tudor Revival. However, the central two-story tower entry and the gable-roofed wall dormers are elements found in the French Provincial style. This home was built during the depths of the Great Depression and represents the prestige and affluence that is associated with the Roosevelt Avenue area of the Third Ward. A high-style French Provincial residence in Eau Claire is the L.E. Phillips House (1940) located two blocks to the west at 1615 Park Ave. in the Eau Claire Park Company Historic District.

The last home built in the district is the one-story Ranch style Edgar and Arlene Peterson House (1954) at 449 Roosevelt Ave. The Peterson House represents the shift in tastes in housing after World War II for many people of above average income. The horizontal mass, low pitch roof, ample windows and prominent two-car garage are typical of the widely popular Ranch style. The contrast in size, scale and appearance of the Peterson House from other homes in the district is evident. Attractive and well-designed variations of the Ranch home built from approximately 1950 to 1975 are seen nearby in several blocks in the prestigious Third Ward.

### **Architect**

Local architect Edward J. Hancock has been identified as the designer of the Dr. Nels Werner House (1929) and quite possibly of the Dr. John Ziegler House (1929) and the Alex Garnock House (1929) as well. All three of these homes are architecturally significant resources in the Roosevelt Avenue Historic District. Hancock designed many of Eau Claire's landmark commercial and civic properties, including the Second Ward School (1916, addition 1929), the Eau Claire High School (1925) and the Masonic Temple (1927). All three of these buildings are on the National Register of Historic Places.



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Edward J. Hancock (1889-1930) was born in England, came to the U.S. as a boy, and lived with his aunt and uncle in Fargo, North Dakota. He learned the architect's profession from his two uncles, George Hancock and Walter B. Hancock, both leading architects in Fargo. Edward Hancock came to Eau Claire 1915 to practice with Carl Volkman. Two years later, Hancock established his own practice in Eau Claire which continued until his death from pneumonia at age forty-one.<sup>6</sup>

**Integrity**

The stylistic integrity of the six resources in the proposed district is excellent. Not only have architectural details been maintained, but minor alterations and garage and porch additions have been accomplished with sensitivity to the architectural character of the resource. No excess deferred maintenance or inappropriate alterations are evident in any of the residences.

**Summary**

The Roosevelt Avenue Historic District is architecturally significant as a small but highly concentrated group of high-style period revival homes that have an excellent level of integrity. The Roosevelt Avenue Historic District is eligible for listing at the local level on the National Register of Historic Places under *Criterion C* for architecture. The district contains several fine examples of the both the Colonial Revival and Tudor Revival styles. The concentration of styles and similar dates of construction lends a cohesive feel to the district that sets it apart from other more stylistically eclectic areas of the Third Ward. The large wooded lots and set back location of the residences creates a distinctive sense of place along the 400 block of Roosevelt Avenue. All of the above elements combine to create a notable enclave of well-maintained and architecturally significant homes.

**Archeological Potential**

The extent of any archeological remains within the district is a point of conjecture. No known archeological survey was made prior to the development of the residential lots in the early twentieth century. A comprehensive archeological investigation was beyond the scope of this nomination project. Given what is known about Eau Claire's pre-history and 19th century history, it is likely that there are prehistoric and/or historic archeological resources located within the district boundaries.

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<sup>6</sup> Eau Claire Leader, 3 July 1930, obituary.

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**Historic Preservation Activity**

This nomination is part of a long commitment to historic preservation by the City of Eau Claire and the Eau Claire Landmarks Commission. From the early 1980s onward, the City of Eau Claire has comprehensively surveyed the historic areas of the city and made nominations to the National Register for individual properties and historic districts. The city has been active in highlighting the heritage of the community in other ways and incorporates historic preservation into their entire community development planning efforts. This is the fourth National Register district to be nominated in the Third Ward residential neighborhood. The previously nominated districts are the Third Ward Historic District (1983), Third Ward Historic District expansion (2004), and the Eau Claire Park Company Addition Historic District (2004). In 1997, the Roosevelt Avenue Historic District was identified in a reconnaissance survey as potentially eligible for the National Register. To further increase the value of historic preservation in Eau Claire, and to encourage property owners to maintain the historic character of their homes, the City of Eau Claire seeks to have the Roosevelt Avenue Historic District added to the National Register of Historic Places.

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**VERBAL BOUNDARY DESCRIPTION**

The property in the district is located in Lots 3 through 14 of the Park Addition to the City of Eau Claire. Also included are the rear portions of several of the parcels extending to Little Niagara Creek described as parts of Section 29, Township 27 North, Range 9 West.

The boundary of the district is as follows: Beginning at the northwest corner of the lot for 415 Roosevelt Avenue, then south along the west lot line of 415 Roosevelt to Little Niagara Creek, then east along the irregular channel of Little Niagara Creek (which is also the south lot line for 415, 419, 429, 443, and 449 Roosevelt Avenue) to the southeast corner of the lot for 449 Roosevelt Avenue, then northeast along the rear (east) lot line for 449 and 455 Roosevelt to the northeast corner of the lot for 455 Roosevelt Avenue, then northwest along the north lot line of 455 Roosevelt Avenue to the northwest corner of the lot for 455 Roosevelt Avenue, then following the south curb line of Roosevelt Avenue curving south, then southwest, then west along the street-side lot line of 455, 449, 443, 429, 419 and 415 Roosevelt Avenue to the northwest corner of the lot for 415 Roosevelt and the point of beginning.

The area of the district is measured to be 220,634 square feet or about five acres.

**BOUNDARY JUSTIFICATION**

The boundary of the district includes only the six residences in the district and the property contained within the six parcel boundaries. The properties in the district are distinguished from others in the adjacent neighborhood by the substantial size of the houses and the size of the lots. Furthermore, with the exception of the single Ranch style home, the houses in the district present a unified collection of high end period revival houses built within a relatively short period of time.

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**The following information pertains to all ten photographs:**

**Roosevelt Avenue Historic District  
Eau Claire, Eau Claire County, Wisconsin  
Photographer: Eric J. Wheeler, June 2008  
Negatives in the collection of the Wisconsin Historical Society, Madison, Wisconsin**

Photograph 1 of 10  
Street scene – Roosevelt Avenue at Wilson Street – looking southeast

Photograph 2 of 10  
Street scene – Roosevelt Avenue at McKinley Avenue – looking southwest

Photograph 3 of 10  
415 Roosevelt Avenue – Ayres House

Photograph 4 of 10  
415 Roosevelt Avenue – Ayres House – close-up

Photograph 5 of 10  
419 Roosevelt Avenue – Tanner House

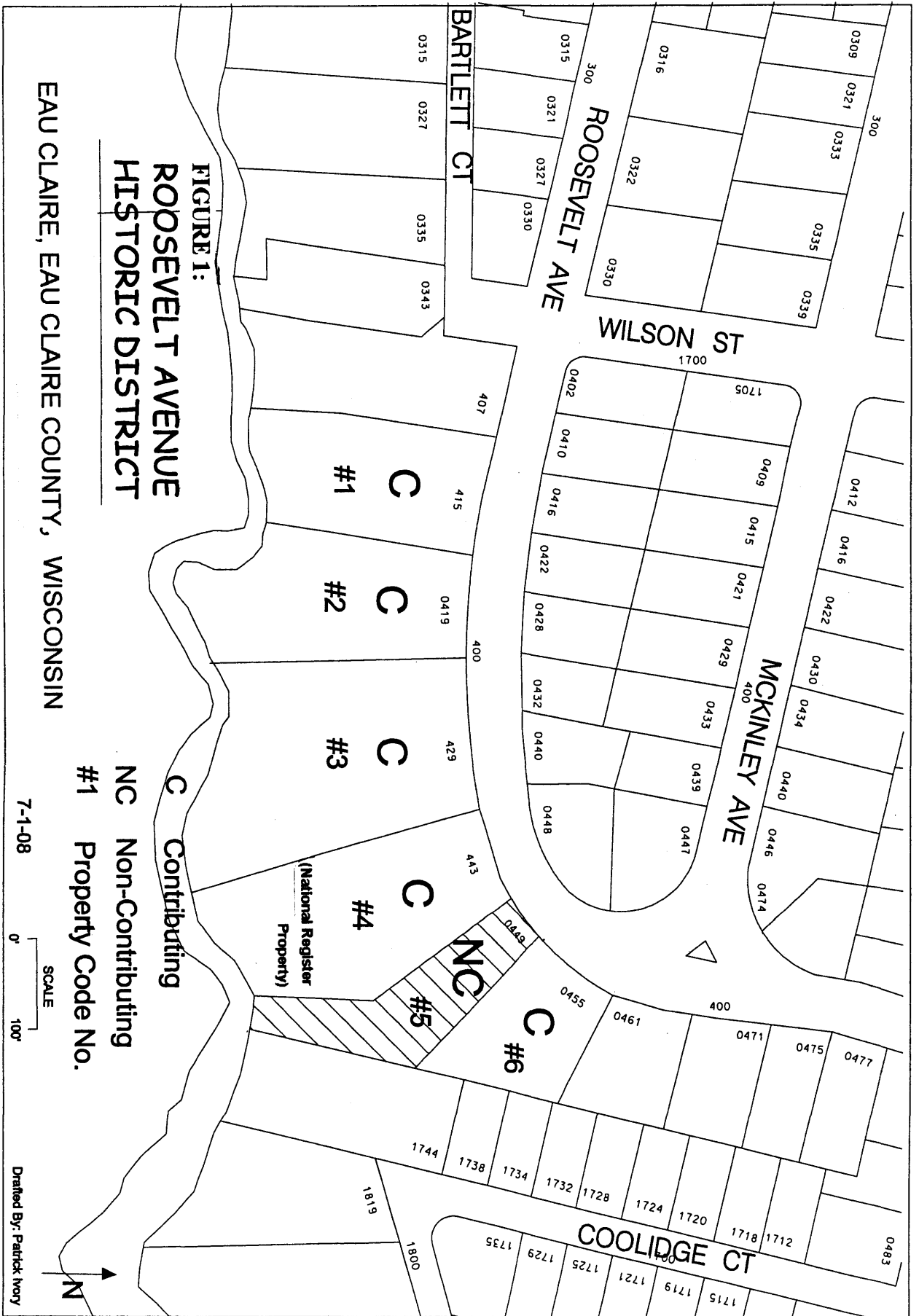
Photograph 6 of 10  
429 Roosevelt Avenue – Ziegler House

Photograph 7 of 10  
429 Roosevelt Avenue – Ziegler House – close-up

Photograph 8 of 10  
443 Roosevelt Avenue – Werner House

Photograph 9 of 10  
449 Roosevelt Avenue – Peterson House

Photograph 10 of 10  
455 Roosevelt Avenue – Garnock House



**FIGURE 1:  
ROOSEVELT AVENUE  
HISTORIC DISTRICT**

EAU CLAIRE, EAU CLAIRE COUNTY, WISCONSIN

**C** Contributing  
**NC** Non-Contributing  
**#1** Property Code No.

7-1-08  
 SCALE 0 100'

Drafted By: Patrick Ivory