




# United States Department of the Interior

NATIONAL PARK SERVICE  
1849 C Street, N.W.  
Washington, D.C. 20240

February 11, 2011

## Notice to file:

This property has been automatically listed in the National Register of Historic Places. This is due to the fact that the publication of our Federal Register Notice: "National Register of Historic Places: Pending Nominations and Other Actions" was delayed beyond our control to the point where the mandated 15 day public comment period ended after our required 45 day time frame to act on the nomination. If the 45<sup>th</sup> day falls on a weekend or Federal holiday, the property will be automatically listed the next business day. The nomination is technically adequate and meets the National Register criteria for evaluation, and thus, automatically listed in the National Register of Historic Places.

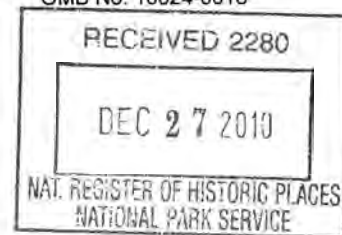
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DEC 21 2010

NPS Form 10-900  
(Oct. 1990)

OMB No. 10024-0018

United States Department of the Interior  
National Park Service



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### 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 Upper Main Street Historic District District boundary increase

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

#### 2. Location

street & number 909, 951, 955, 965 Main Street [N/A] not for publication

city or town Dubuque [N/A] vicinity

state Iowa code IA county Dubuque code 061 zip code 52001

#### 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).

Barbara Mitchell / DSHPO December 22, 2010

Signature of certifying official/Title \_\_\_\_\_ Date \_\_\_\_\_

**STATE HISTORICAL SOCIETY OF IOWA**

State or Federal agency and bureau

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

Signature of certifying official/Title \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau

#### 4. National Park Service Certification

hereby certify that the property is:

- entered in the National Register.
- See continuation sheet.
- determined eligible for the National Register.
- See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): \_\_\_\_\_

Signature of the Keeper

Edson H. Beall

Date of Action

2-11-11

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

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

**Category of Property**

(Check only one box)

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

**Number of Resources within Property**

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
4	0	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
4	0	Total

**Name of related multiple property listing**

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

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

The Arch. & Historical Resources of Dubuque, Iowa, 1837-1955 \_\_\_\_\_ 18 \_\_\_\_\_

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

Commerce/Trade/Office Building \_\_\_\_\_

Commerce/Trade/Specialty Store \_\_\_\_\_

Commerce/Trade/Social/Meeting Hall \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Current Functions**

(Enter categories from instructions)

Commerce/Trade/Office Building \_\_\_\_\_

Vacant \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Late 19<sup>th</sup> & 20<sup>th</sup> Century Revivals-Beaux Arts \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Materials**

(Enter categories from instructions)

foundation stone

walls brick

terra cotta

roof Asphalt

other

**Narrative Description**

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

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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa

7. Narrative Description:

The existing rectangular shaped district is by this district boundary increase, extended by one block to the south by the inclusion of a half block that is defined by Main Street to the east, 10<sup>th</sup> Street to the north, an alley to the west, and 9<sup>th</sup> Street to the south. This half block is level ground, matching the topography of the other half-blocks within the district. Figure 36 depicts the existing and amended district boundary and provides street addresses for each building.

In terms of style, the district boundary increase adds two Beaux Arts, one Queen Anne, and one Italianate stylistic examples. Only the former style is an added style to the original district nomination. Terra cotta, which comprises the exterior of 909 Main, the main Beaux Arts example, is also a new wall material. These stylistic examples fall within the continuum of the original district and its period of significance.

The Dubuque multiple property document used A Field Guide to American Houses as an architectural template. As such the Beaux Arts style was defined as one of the eclectic house styles, dating from 1885 through 1930. The style was mostly employed in high-end residential design, but otherwise was used for the most ornate and distinctive commercial and institutional buildings. In Dubuque, this same pattern was found, and just a few distinctive buildings expressed this style. Their construction dates coincided around the turn-of-the century and the same notable architects claimed many of the design examples. The defining characteristics of the style is a flat or mansard roof, a rusticated lower level exterior and a highly ornamented upper wall decorative motif that emphasized classical forms and symbols. Exuberance is the term best used to distinguish the Beaux Arts from other styles that express the classical renaissance era. The Bank and Insurance Building epitomizes this style in terms of scale and ornamentation. The 965 Main Street example is a considerably lesser stylistic example, with its dominant cornice and frieze elements being the only indications of its style (McCalester, pp. 378-85).

This district boundary increase adds four additional commercial buildings to the listed district. A vacant parcel marks the former location of a frame residence and a demolished bank building. The added buildings are all set flush with their respective lots and share or have adjoining party walls. The two northernmost buildings have some meager open space behind their rear additions, while the others fully infill their respective lots. There are no separate outbuildings associated with any of the added buildings. The district boundary increase includes the west half of the buildings that front on Main Street, between 10<sup>th</sup> and 9<sup>th</sup> streets, half of the alley to the west, and all of the buildings that are located south of 10<sup>th</sup> Street and north of 9<sup>th</sup> Street, and between the alley to the west and Main Street to the east. The increased boundary uses the centerline of West 9<sup>th</sup> Street, running from the alley to Main Street. It also adds the south half of West 10<sup>th</sup> Street, between the same alley and street along the north side of the same block. The added buildings include the tallest building within the amended district (seven stories high), and additional two, three and four story buildings that further underscore the taller average height of buildings within the listed district, that being three or four stories, as opposed to two-story commercial buildings that predominate in other areas outside of the downtown core. The Bank and Insurance Building (909 Main Street) builds on the established theme of prominent corner "bookend" buildings with exceptional architectural design. All four buildings contribute to the listed district.

The original district listing noted the prevalence of smaller commercial storefronts, as opposed to large retailer blocks. The storefronts coexisted with upstairs residential living or apartments. Some of the buildings had evolved out of residences. These same trends are represented in the amended area, where a frame house survived into the 1930s and was never replaced (southwest corner of Main and 10<sup>th</sup>) and the lesser three buildings to the south have apartments on their upper floors. Even the massive Bank and Insurance Building, primarily an office

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building, had multiple small storefronts placed on either side of its corner banking room. The one exception was the non-extant bank building, which was a single-use and high end commercial building.

Building Descriptions:

**909 Main Street, Bank and Insurance Building:** This is a contributing building within the amended district.

The Bank and Insurance Building (aka Fischer Building) was built in 1895 and is an eight-story commercial office building that is located on the northwest corner of Main and 9<sup>th</sup> Streets. It was designed in the Beaux Arts style by Chicago architectural firm of William W. Boyington and Company. In its present state, the building retains five well-preserved stories of the most elaborate and detailed two-toned terra cotta, produced by the Northwestern Terra Cotta Company of Chicago. The building occupies two full city lots in the north end of Dubuque's downtown proper.

The Bank and Insurance Building is eight stories high with a full basement, and occupies the entirety of two city lots. The building footprint measures 102 feet by 114 feet not including the basement level extensions along the west and south sides of the plan. The building is located on the northwest corner of Main and 9<sup>th</sup> streets and an alleyway runs along its west side. Other commercial buildings stand to the north of it (and the building's north or rear wall comprises a party wall with the adjacent building). The Northwestern Telephone Company Building (1947) is located west and across the alley. The building was historically addressed to its principal Main Street entrance, as 909 Main Street.

The original building stood seven stories high with a pronounced ornamental cornice and high parapet (an eighth floor was added, see alterations). The entire building exterior, apart from the brick north wall, is covered with ornamental terra cotta. The building support system is of steel construction, the columns being of the Larimer Column type (see Figure 2). The building floors are composed of flat terra cotta arches set between five-foot wide steel beam supports. All ceilings and walls have plaster directly applied to these tile sub-walls and ceiling arches.

The building was designed in the highly ornamental Beaux Arts style and the outstanding aspect of that style in this instance is the fact that three of the four sides of the building were designed and built as formal facades. The next important point is the degree to which the terra cotta exterior was executed in deep relief, a very high level of intricate ornamentation, and the employment of two colors to terra cotta facing. The basic exterior wall plane utilizes a cream-colored terra cotta, while the projecting trim work, and pavilions are of a slightly red-brown coloration. The West 9<sup>th</sup> Street front is made up of ten structural bays, while those facades that front on Main Street and the west alleyway consist of eight bays. On each of these facades, the outermost two bays are unified as a design unit, while the intermediate ones on floors four through six are individualized.

The building design employed the tripartite classical arrangement of base (unusual in that it ascended to the third floor level), shaft (the third through sixth stories) and capital (seventh floor and the lost cornice/parapet). Each façade is then divided vertically into corner pavilioned sections with a central plain wall plane. Fenestration is both full and is vertically aligned, although the window size mix is varied. A striking feature of the corner vertical window arrangement is the sense of a series of stacked window openings that narrow somewhat as the eye proceeds from the ground upwards. The third through fifth story window openings are broad, the lowermost consisting of a set of three narrower vertical 1/1 window openings, while those on the two levels above are infilled with Chicago style windows in a single rectangular opening. Then on the sixth floor, a Palladian window arrangement reduces the breadth of the column of window openings and finally, on the seventh floor, a centered rectangular opening, with

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flanking oculus windows narrows it all the more. This visual effect occurs on each side of each corner, within the context of the two-bay wide pavilion.

Each façade has a rectangular central wall plane, the end pavilions, and separately defined base and capital elements (the third and seventh floor levels). The third floor is visually controlled, with a simple exterior of ashlar block scorings, and bold projecting volutes, each of which is draped around its upper section by a wreath above each window. The windows that are not part of the end pavilions are wider by half than are those windows that form the pavilion base. This Beaux Arts rustication employs the stepped arch to meld the arch components and the horizontal coursing. The seventh floor (original attic level) of windows and ornamental panels is vertically aligned with the window pattern on the third through the sixth floors. A centered window with flanking oculus windows forms the capital for each doubled corner bay. These principal windows are centered above the Palladian opening below it. The seventh floor displays the most effusive classical ornamentation. Functional and enlarged oculus windows flank the uppermost rectangular window in each end pavilion cap, while cast wreaths alternate with similar openings within the wall section that is between the pavilions. The wreath forms echo the form of the oculus windows that are grouped at each corner double bay on this same level.

The central wall plane section is veneered with a plain terra cotta, with only the horizontal joints being accentuated. Five (east and west facades) or six (south façade) vertical window sets further interrupt this wall plane between floors four through six. The window sets are framed by a fairly broad and darker colored ornamental trimming. Recessed spandrels separate the two lower windows. These feature twin ornamental swags and other decorations. The uppermost window opening has a semi-circular upper sash, a form that is repeated at the same elevation in the central Palladian window opening in each corner pavilion front. An important decorative feature is found on the fronts of the pavilions. While circular motifs are employed throughout the exterior design as a underlying theme, the pavilion fronts are covered with a molding with a pattern that alternates elongated oval forms with what appears to be a cross-tied seal. Each layer is separated by a broad plain square-cut belt course. Finally the lintels within the sidelights of the Palladian opening are formed by tied sheaths. Lions' heads surmount the larger like windows. Multiple turned engaged columns ornament the uppermost level of the pavilion sections.

The lower two stories are presently covered with a corrugated aluminum slip screen and, on the second story level, continuous bands of aluminum framed windows. On the 9<sup>th</sup> and Main street fronts, this band is interrupted by projecting triangular projections of undetermined function (lights?). The storefronts on the south and east frontages are comprised by a narrower continuous band of the aforementioned slip screen that covers the transom window area, aluminum framed display windows, and a gray (granite?) raised kick plate. The centered 9<sup>th</sup> Street entrance has a 6-light "transom" treatment across the second story level. Two "piers" of undetermined material frame that entrance. The 9<sup>th</sup> Street frontage ground level lowers from west to east so the kick plates are exposed at varying degrees. This façade is now the principal façade, a fact that is symbolized the placement of the building name above the grander entrance on this frontage. The storefronts along the Main Street frontage match those on the south façade in terms of materials and cadence. The entrance, originally the principal entrance, is no longer present, being replaced by a store entrance.

The alleyway/west façade has two single-door pedestrian entrances. There are no display windows per se, although the south half of the ground floor has a series of raised windows. The rear wall is well fenestrated from the fourth floor and upwards. The window openings, now infilled with block glass and reduced size centered lights, are also aligned vertically. A series of three protruding chimneys remain in place, capped off at the point where the eighth floor was added. A fire escape is located in the northwest corner of the overall plan and is serviced by a row

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of doorways. The building's immense round brick chimney, with terra cotta cap, is located in the same corner as the fire escape.

The building's basement continues beneath the sidewalks and the alleyway to the east, south and north. A raked stone wall forms the perimeter retaining wall. The furnace area, where one of two original Kewanee furnaces resides, is located in the northwest part of the basement.

As the subsequent detailed account indicates, the only brickwork in the building is found in the north party wall and the chimney. The steel columns are arranged according to function as opposed to symmetry. The broadest open bay is the northernmost one, where the perimeter brick wall supports the steel beams and creates a 22-foot wide clear span.

An excellent structural description of the Bank and Insurance Building was penned in 1904 by its supervising architect, John Spencer, for *Fireproof Magazine*. Spencer claimed that this was Iowa's first all-steel frame building with complete terra cotta fireproofing and exterior shell. The use of the steel greatly reduced the weight of the support structure, as did the use of all-terra cotta wall panels. The terra cotta exterior consisted of a hollow backwall and the ornamental exterior veneer and all of the terra cotta weighed 2,200 tons. Fifty-eight interior and perimeter columns supported the building (*Fireproof Magazine*, February 1904, pp. 35, 37).

Structural Support System:

Massive stone pyramids support each column and the columns are of the Larimer Patent type. Each column is in turn completely fireproofed by being fully clad with hollow tile. Demolition on the seventh floor has exposed the columns and flat-arched tile ceilings to a considerable extent.

The Larimer Steel Column was patented by J. M. Larimer on June 2, 1891. The column was designed to provide maximal strength and minimal column weight. The column consisted of two I-beams, each bent at a right angle in the middle of the web, and the beams were then joined by a single row of rivets using an I-shaped filler strip. As Figure 2 indicates, a steel cap was used atop the column as a base for supporting the beams. This cap was attached to the column, and the beams to the caps using steel brackets and rivets. This column type was first used in the construction of the Newberry Library building in Chicago in 1892. It was manufactured exclusively by Jones & Laughlin's, Ltd. of Pittsburgh, and it can be presumed that this firm produced the columns for the Bank and Insurance Building. Identical beams were used in the Security Office Building, erected in Dubuque in 1896. Larimer columns were not deemed suitable for high-rise construction (ten or more stories) and by 1900 their use was restricted to the construction of water towers and windmills (Kidder, pp. 445-448).

Interior Plan:

No historic interior layout or decorative components survive. The current hall marble wainscoting has been refinished and reused, but its placement vis a vis the original configuration, is not determined. The twin elevators are located in the south center of the plan. The building entrance (9<sup>th</sup> Street) is to the west of the elevators and is located in the sixth bay from the east wall. The column placement follows east/west lines for the most part, being influenced by the original need to minimize column interruptions within the principal Main Street storefronts. The central sets of columns locate the original principal entrance. The column arrangement is no longer adhered to within the southwest quarter of the plan, where again, storefront needs determined column placement. The floor level on the first floor has two differing elevations, the result of the higher ground along 9<sup>th</sup> Street.

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Alterations:

The building remained remarkably well preserved until 1956 when, over the next four years, it was comprehensively remodeled inside and out. Outside, the terra cotta on the lower two stories was systematically removed and was replaced with the present aluminum slip cover and window arrangement. The Main Street entrance was eliminated. In the first phase the lower two stories were so treated, with the intention to cover the entire building exterior.

Inside the light well that ran from the second story to the roof was eliminated and its exterior walls removed, and the floor voids infilled. The Main Street hallway was eliminated. The raised banking floor, set atop an elevated basement area in the southeast corner of the plan, was removed by lowering the floor and adding a second story floor level. The elevators were enlarged and replaced. The entire interior was redone replacing the marble covered hallways with glass and aluminum hallways. Dropped ceilings and a system of moveable partition walls were installed. A new heating and air-conditioning plant was installed (this building provided heat and water to the building to the west). In 1960 the final phase of this remodeling was accomplished when the attic roof was raised, an eighth floor was thereby created, and the elevator gained a story in height. A single-story adjoining rooftop penthouse was also built. The original terra cotta cornice and parapet was removed and another iteration of the corrugated slip screen with a window band was installed. Again, mercifully, the intention to cover the entire building was not carried through. All of the windows were replaced and the north windows were unfilled with block glass and single lights.

The following list of building permits for the Bank and Insurance Building are not exceptionally descriptive and no permits were found that cover the work done between 1956-1960. No permits at all were found for the years 1942-1980 in fact.

Permit Date	Amount	Contractor	Permit Details
April 29, 1905			North exterior fire escape and fire doors. An agreement was made with the owners of 951 Main to the north that the fire escape could be built and maintained as long as the neighboring building was not damaged.
February 9, 1934	\$1,200	Fred Gielisson	Repair and alterations from explosion, 915 Main
November 15, 1934	\$200	Anton Basten	Dubuque Bldg. & Loan, Frame Garage, as 219 West 9th
February 29, 1940	\$480	Leo Ply	Basement alterations
November 1, 1941	\$5,000	Henry Mueller & Sons	Alterations, 923 Main
May 26, 1981	\$500	Tony Kalb	Remodel interior
August 25, 1981	\$230	Steve Carnahan	First floor partition
June 1, 1982	\$3,000	Hoelscher's Remodeling	Interior alterations
November 15, 1983	—	Advanta Sign Company	Install set of plastic letters (south door?)
November 28, 1983	\$450	Cliff Stock	Interior remodel
August 15, 1984	\$8,200	Fisher Company	Recoat existing roof



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October 21, 1988	\$30,000	Joe Faley Construction	Interior remodel
March 8, 1988	\$1,500	Fisher Company	Remove interior wall
September 1, 1988	\$5,900	Fisher Company	Interior alterations to corridor walls
January 9, 1990	\$7,000	Prostine Construction	Remodel to make office and restaurant
February 13, 1992	\$400	Jack Stackis Construction	Pickle Barrel, interior alterations
June 1, 1992	\$6,500	Dick Kelly	Alterations to law office
September 23, 1992	\$8,096	Automatic Sprinkler	Basement and stairway system
October 21, 1993	\$20,000	Edwards Construction	Install retaining wall behind building standpipe
_____ 2000	\$23,832	Grinnell Fire	Sprinkler system in corridors, hallways, floors 1-6

Integrity Evaluation:

Despite its extensive interior and exterior alterations this building retains two key components of its historical integrity, these being its ornate terra cotta curtain walls on floors three through seven and its structural steel skeleton and fireproofing tile system. Secondary components also survive. This list includes the fireproof tile arch floors, the entire north brick sidewall, and its chimney. The surviving terra cotta exterior is all the more important as a surviving measure of historic integrity because it is a three-sided façade treatment. Even in its compromised overall state of integrity, this façade remains as one of the best terra cotta examples of this style and period to be found in the state. It is an exuberant, two-toned three-dimensional design. As a contributing building within this district, this example retains sufficient aspects of each of the seven measures of historic integrity. Location, setting and feeling are retained inasmuch as the building remains in its commercial milieu, although the loss of the buildings to the east, along Main Street detract from the historical relationship of a commercial three-story massing relative to this larger building. Design, materials, and workmanship apply relative to the terra cotta and the interior structure. Feeling is the real casualty, given the stark contrast of slip covers and terra cotta.

The building is destined for rehabilitation and redevelopment. The retail/office usage will be retained. Investment tax credit applications for state and federal credits levels have been submitted. The rehabilitation plans envision a compatible new stone exterior for the lower two stories, and a new exterior for the added floor. The terra cotta exterior will be cleaned and restored. Building entrances will replicate those lost over time.

Eligibility Evaluation:

A Part 1 Federal Investment Tax Credit application was reviewed by the National Park Service for individual National Register of Historic Places eligibility and it was determined that due to the loss of two of its three external components (the building's base and cornice/capital), it was not individually eligible for nomination. Reviewer Mr. Roger Reed noted "...after consultation with the State Historic Preservation Office, it has been determined to place your application on hold, pending an exploration of the feasibility of extending the existing [Upper] Main Street historic district to include this property as a contributing resource in that district" (Letter, Roger Reed to Mr. Tony Pfohl, August 31, 2009).

**951 Main Street (1876):** This is a contributing building within the amended district.

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This Italianate style three-story commercial building dates to early 1884 and is a rare nearly intact example of a commercial building form that was typical in Dubuque, but particularly on this part of Main Street. The model consisted of a three-story base with a high pedimented parapet cap. The special feature of this early commercial façade is its use of carved limestone as a veneer covering. The resulting surface is similar to a pressed metal front, given its smoothness. Each window opening is simply framed with a carved pattern and a faux balcony-like sill band. There is no separate lintel component apart from the decorative carving on the façade stone work. The entire front is similarly inscribed with vertical and horizontal lines which mimic pilaster lines. The broadly projecting and bracketed metal cornice is set atop a complex denticulated metal frieze.

This three-story stone fronted building is simply unique to the city's surviving commercial properties. While the high storefront has been completely replaced (most of it is covered with a metal paneled slipcover atop the transom line, the base is of a ceramic coated metal paneling), the uppermost stories are very well preserved and present broadly projecting stone sills with brackets and a very bold metal cornice. The cornice was originally surmounted by a striking pediment that likely bore the name of the block and building date. This profile was very similar to that of 955 Main, located immediately north. Three bracketed bands break up the vertical sense of the façade at the two sill levels and just beneath the cornice line. There are four segmentally arched window openings on each floor. The storefront entrance is on the south end, the upstairs entrance on the north end.

The building footprint fully occupies its half lot and measures 25 feet by 114 feet. There is a full basement. The foundation/basement walls are built of native limestone. The interior stair is at the back of the core plan. The main floor was last used as a restaurant. The stairs are partitioned off by an original wall. A newer partition separates the rear 16 feet of the plan. There are no exposed historical features in the storefront area. The second floor was also used as a commercial space, being last used as a billiard hall c.1960. It has an open plan with two bathrooms. The third floor was a residential level. It presently consists of two rooms. A skylight is centered one third of the way from the rear wall. There is a single-story brick rear addition (1896) that carries the plan to the alleyway. The rear wall is fenestrated. The building suffers from a poor roof and resulting water damage. Many windows are lost and paneled over.

Alterations:

This building has lost its pediment, has a replaced storefront and has gained a rear addition. The pediment was centered atop the parapet front, and bore the name of the building and its year of construction. The loss of these decorative elements is not unusual in downtown Dubuque. The storefront replacement is also to be expected.

Eligibility Evaluation:

This property was recommended to be individually eligible for National Register of Historic Places listing on the basis of its architecture (Criterion C) in July 2001. The State Historical Society of Iowa historic preservation staff determined the building to be National Register eligible on November 16, 2006. The National Park Service approved a Part 1 Investment Tax Credit application on September 9, 2009. The determination is based upon the uniqueness of the commercial architecture of this design, particularly its elaborate ornamentation, executed on an otherwise narrow plan. While there are many varying examples of ornate larger storefronts, very few single-front commercial blocks of this diminutive scale survive. The particular element of interest is the bold and high pediment and parapet treatment that projects forward from and above the main wall plane (Beth Foster Hill to Mr. Tony Pfohl, Certificate of Eligibility letter, September 9, 1909).

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**955 Main Street, Charles J. Peterson Hall Queen Anne-1886:** This is a contributing building within the amended district.

This Queen Anne style three-story commercial block is a decade later in its year of construction (1886) than 951 Main Street, but its architecture, better preserved, expresses the same theme, that of a highly ornamented three-story commercial building with a very pronounced pediment cap. It is the very richness of the intermixing of materials and textures, in combination with an elaborate interplay of forms, that assigns this design to the Queen Anne style.

The narrow half-lot plan (just 28.6 feet wide, 60 feet in depth) remarkably squeezes a double storefront into its width. More impressive, the northernmost storefront comprises just one-third of the width due to the presence of the upstairs stairwell and entrance at the north end of the storefront. The storefronts have been replaced and the transom line remains completely covered by a metal slip screen. The storefront entrances are paired south of center. Historic photos indicate that the original storefront was a single one, with a cast iron structural front and high transom lights. Ceiling heights are eight feet in the basement, 13 feet on the ground and second floors, and 11 feet on the third floor. The three upper levels are all finished inside with plaster walls. The foundation is of stone.

The façade is divided into three bays by the use of four square-cut pilasters. The two central pilasters define a bay that is twice as wide as those that flank it and two elongated windows are subsumed within the second floor center bay. Large corbelled brick brackets step out from the upper floor level to support a large pedimented cap on the parapet front. The taller second floor level is represented by the use of longer windows. These have segmental brick arches formed of voussoir rubbed brick and projecting keystones. A band of parquet-like terra-cotta panels fill the area above each of the four windows and transoms are incorporated into each window opening. Plain projecting stone window sills are incorporated into continuous belt courses between the floor levels. The third floor window openings are shorter and have flat stone lintels on the single window openings, and a broad segmental arch and transom are set over a triple-light main window set. Carved stone inserts are set adjacent to the third floor stone lintels. These bear sunrise motifs. The two "L" shaped double stone elements balance the brick brackets which cap each of the central pilasters. The brackets and stonework frame two rectangular panels that are filled with elaborate terra-cotta panels that bear floral designs. Four panels comprise a larger unified design. A terra-cotta belt course caps the third floor level and underscores a centered stone sill. This sill defines the parapet baseline across the central bay. A metal panel with an elaborate floral relief covers the two outermost bays on the parapet front and forms the soffit beneath the raised central pediment cap. Four rounded round-arched windows fill the front of the central parapet bay. These presumably provided light for the hall on the third floor. The parapet is finally capped with elaborate metal work that simulates tile and there are two finial caps on the ends of the parapet wall. Diagonal tile fills the gable front of the pediment cap.

There is a full basement and it is divided into two unequal longitudinal rooms that mirror the main floor storefront division. The north basement is accessed by a rear stairway. The south half is tied into the main building stairway. Walls and foundation are of native limestone construction. On the main floor, the storefronts are separated. No historical materials are exposed. The second story is original in plan and is a residential level. An infilled framed arched opening communicates to two front (east) rooms and a fireplace survives in the northeast room. Pocket doors link the two front rooms. The third story is open in plan. Walls define a rear vestibule and a room that comprises a fourth of the overall plan from the west wall. There is a substantial attic space. A deteriorating roof has resulted in some damage, particularly to windows where sash is either missing or paneled over.

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Alterations:

Apart from the storefront changes, the building retains a high degree of physical integrity on its upper two levels. The windows have been covered but might remain in place and the original frame window surrounds remain in place.

Eligibility Evaluation:

This property was recommended to be individually eligible for National Register of Historic Places listing on the basis of its architecture (Criterion C) in July 2001. The State Historical Society of Iowa historic preservation staff determined the Peterson Hall" building to be individually National Register eligible on November 16, 2006 (Beth Foster Hill to Mr. Tony Pfohl, Certificate of Eligibility letter, dated September 9, 1909).

**965 Main Street, (1901) Noyes Building:** This is a contributing building within the amended district.

This Beaux Arts style two-story brick commercial building was built in 1901 and infilled an existing open half-lot. The stylistic attribution rests on the use of decorative swags and tassels along the base of the parapet wall, beneath the projecting, corbelled metal cornice.

With its reduced height, the comparative simplicity of this design to its neighbor to the south is striking. The passage of 15 years had produced a greatly simplified commercial architectural design, especially in smaller-scale buildings like this one, as is represented in the garland swags and the denticulated cornice line.

This is another half-lot-wide plan, measuring 28.6 feet in width, and 192 feet in length, including a 32-foot long rear single-story brick addition. The ground floor has an 18-foot high ceiling which is quite unusual, particularly in a small plan of this type. The second floor has a ten-foot high ceiling.

The façade has a uniform single wall plane, with a light brown brick veneer. The storefront has a high transom but likely did not have an ornamental metal front, but rather a steel support beam cap set above the transom opening. The recessed storefront entry was and remains at the left-hand side, being set next to the entryway to the second floor. The storefront postdates World War II.

Four upper level windows are paired in two sets and the sets are evenly distributed across the façade. The windows have projecting cut Indiana limestone sills and flat steel supported lintels. A brick belt course underscores the top of the transom area and the brickwork is stepped out in three successive lines above the windows and below the parapet baseline. A plain parapet base is festooned with four garland sets, presumably of cast metal construction. A boldly projecting metal cornice line is hung on the parapet front. A row of dentils underscores a row of closely placed brackets. A strong cornice line surmounts the whole. The parapet cap, set behind and above the cornice, is ornamented with a row of terra-cotta square panel inserts, each set above twin corbelled brick brackets. There is a concrete cap atop the parapet front.

The foundation and basement walls are of native limestone construction. There is a full basement with an eight feet high ceiling beneath both the storefront and the rear addition. The interior stairway is in the northeast corner of the storefront. The basement is divided by a line of metal columns. The main floor storefront area is divided into a rear work area and a front retail area. A small frame mezzanine runs along the north wall of the retail

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area. The second floor retains its original residential layout. There are no exceptional interior design features. The oak floor has been water damaged.

Alterations:

Apart from the covered transom area and the replaced storefront, the façade is very well preserved. The upper level windows (1/1 lights) are likely original. The only loss of ornament is two missing finials that originally topped the front parapet corners.

Eligibility Evaluation:

This property was recommended to be individually eligible for National Register of Historic Places listing on the basis of its architecture (Criterion C) in July 2001. The State Historical Society historic preservation staff determined the building to be National Register eligible on November 16, 2006 (Beth Foster Hill to Mr. Tony Pfohl, Certificate of Eligibility letter, dated September 9, 1909).

Master District Boundary Increase Building List:

<b>Address</b>	<b>Construction Date</b>	<b>Eligibility Rating and Resource Count</b>
909 Main Street	1895	Contributing, one building
951 Main Street	1876	Contributing, one building
955 Main Street	1886	Contributing, one building
965 Main Street	1901	Contributing, one building

**8. Statement of Significance**

**Applicable National Register Criteria**

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

- A** Property 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.

**Narrative Statement of Significance**

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

**9. Major Bibliographical References**

**Bibliography**

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

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- 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 #

**Areas of Significance**

(Enter categories from instructions)

Commerce

Architecture

**Period of Significance**

1876-1901

**Significant Dates**

1876

**Significant Person**

N/A

(Complete if Criterion B is marked above)

**Cultural Affiliation**

**Architect/Builder**

Williamson, William George  
Spencer, John

**Primary location of additional data:**

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

Name of repository: City of Dubuque Planning Office

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8. Significance Statement:

Significant Dates, Continued:

1895

Architect/Builder Continued:

Heer & Naescher

The Upper Main Historic District was listed as being locally significant for its historic association with commercial architecture (Criterion C) and the commercial history and development of Dubuque (Criterion A). The district consists architecturally of numerous excellent and well-preserved examples of Dubuque commercial architecture dating from pre-Civil War to World War I. A number of the city's most talented and prolific architects designed some of the key district buildings. Historically, the district interprets the northward commercial expansion of the city's premier commercial thoroughfare, the work of several notable Dubuque real estate developers, and the role played by a number of business firms. The original district also represented the predominance of smaller-scale commercial buildings, three or four stories in height, with the great majority of the buildings having upper level housing. The district period of significance, 1856 to 1919, encompasses the period of significance for the four added buildings, 1876-1909. Significant dates are 1876, the date of construction for the first surviving commercial building that was built between West 9<sup>th</sup> and West 10<sup>th</sup> on Main Street, and 1895, the year the Bank and Insurance Building was built. That building is significant due to its style, materials, structure and location, relative to the district.

The four added properties were not originally included in the Upper Main historic district for several reasons. There was only one surviving range of commercial buildings along that block of Main Street and there was a gap on the southwest corner of 9<sup>th</sup> and Main streets the separated the district proper. These factors led to the conclusion that the four buildings had more in common historically with Main Street south. There was also the factor that three of the four buildings were threatened with imminent demolition and that the fourth, the Bank and Insurance Building was too altered. Local interest in the investment tax credit pressured for a reconsideration of the four buildings. Three of the buildings were deemed to be individually National Register of Historic Places eligible. The fourth building, the Bank and Insurance Building was rejected as being individually eligible and National Park Service reviewers advised that perhaps it, and the other three buildings could be added to this district. The challenge was to prepare a convincing rationalization as to why the buildings do rightfully belong in this district.

The district boundary increase adds four additional commercial buildings and these underscore these same significance claims. Looking at the Sanborn fire insurance maps indicates that the 900's block of Main experienced the same transition, as did the district, from residential to commercial land use during the early 1880s. Indeed, the profile, particularly of the east half block in question, virtually mirrors that of the 1000's block, with its moderate intensity of up-building and its backyard elevated water closets. The 900's block of Main belatedly emulated what was happening on the blocks to the north, with the residential to commercial transition being delayed by up to two decades. The entire 900's block shares the same contextual development story but the east side half block retains no integrity. On the west side, the corner gap is actually a historical gap, wherein a frame residence was lost so very late that it was succeeded only by a filling station. The south part of the gap was occupied by a brick residence that belatedly evolved into a bank, before being demolished. The remaining three smaller buildings all contribute to the original claims of the original district listing. The Bank and Insurance Building, while on the surface appearing out of scale in terms of massing and architectural ornamentation, actually represents an early "overreaching" in the northward expansion of the downtown proper. That building jumped northward as well, the lot immediately to the

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south of it was occupied by a major residence with an added commercial front. That building, located on the southwest corner of 9<sup>th</sup> Street and Main Street, long marked the north terminus of the downtown proper. The Bank and Insurance Building remained isolated until the lots to the south caught up with it. The building is out of scale relative to the rest of the district but it was arguably out of scale with the entire downtown, it being the first taller office building to be built in Dubuque. Its proper association with this district rests on the principal claim that all of the district buildings were part of a northward extension of the Main Street downtown. That advancement actually assumed the form of a separate node that began its development before and just after the Civil War. Over time it expanded to West 11<sup>th</sup> Street to the north and linked up with the downtown proper at West 9<sup>th</sup> Street.

The multiple property document titled Dubuque The Key City: The Architectural and Historical Resources of Dubuque, Iowa, 1837-1955, applies to this historic district and its boundary increase. The multiple property document establishes four successive historical contexts. These are: Frontier City on the Mississippi River, 1833-1858, The Key City, 1859-1893, Dubuque's Golden Age, 1894-1910, An Era of Stability, 1911-1955. These chronological contexts subsume all applicable themes such as commerce, industry, ethnicity, religion, transportation and so on. The registration requirements for each context are:

Criterion A: properties that are directly associated with the development of Dubuque [for the context's respective period of significance].

Criterion B: properties that are directly associated with the working careers of significant Dubuque residents, [for the context's respective period of significance].

Criterion C: properties that best illustrate significant design and construction techniques in the city of Dubuque during the years [for the context's respective period of significance].

The integrity considerations for each context are:

In all cases, the most important integrity consideration is that the property or district retains sufficient elements of the original design, materials, and setting, so that the historical owner during the period of significance would theoretically recognize it today. The property must retain its ability to convey a sense of time and place as it relates to this context.

Buildings should reflect the original function of their designs, as well as their original construction materials. They should possess their original shape and proportions, windows and doors should not have been substantially changed. Residential buildings can be held to a higher test of integrity, given their larger number of surviving examples and their better state of preservation. Additions must be secondary in scale and setback relative to the original core design, and must be comparable in design and materials to the original residence. Scored stucco on stone is not considered to be a replacement siding, but an attempt to modernize within the historical period. Replacement siding (metal, vinyl) does not automatically compromise historical integrity if the scale of the siding matches the original, if decorative features such as wood shingle, brackets, and trim work remain visible, and if the key massing and design of the building remains discernible. The re-sided building must retain its ability to represent its type or style absent the availability of a comparable example not re-sided. Most re-sided buildings will, at best, be deemed to be contributing properties within a historic district. Even then, those re-sided buildings must pass a collective lesser test, that being whether they continue to make a positive contribution to the district. The re-siding of brick, stone or stucco buildings eliminates historical integrity.



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Individual buildings located within the original district were identified as being significantly associated with each of the four contexts. The district as a whole was most strongly associated with the third context and the time period 1894-1910. Three of the four added buildings fall chronologically into this same period. The building at 965 Main Street was individually identified for its association with that same context. The Bank and Insurance Building was not individually cited due to its then perceived loss of integrity, at least as it related to individual National Register eligibility. It was however noted for its "unmatched ornate Beaux Arts terra cotta exterior" (Jacobsen, 2004, pp. 21, 50, 99, 184, 195, 290).

Building Histories:

**909 Main Street, Bank and Insurance Building:**

The Bank and Insurance Building is Iowa's first all-steel skeleton building and the city's first modern office building. This building represents the high end of the Beaux Art style and was one of the last designs by architect William George Williamson and John Spencer, both of the noted Chicago architectural firm of William F. Boyington and Company. This building, with its very unusual triple-fronted façade, represents the ultimate in ornate terra cotta exteriors and presents arguably one of the best Iowa example of the use of this material for architectural ornamentation. These achievements were the result of the importation of the very latest Chicago high-rise building technologies. This Chicago design connection brought with it state-of-the-art building style, technology and even artisans. It is Dubuque's first high-rise commercial building and its first true office building. The city had industrial buildings built to this scale but no commercial building had exceeded five stories in height prior to the construction of this building. By true office building, the design first offered a substantial of modern office space of a quality and scale that entire companies could be housed on one or more floor levels. The offices were designed with movable walls to enable tenants to expand or combine suite spaces. The building also allowed for substantial commercial tenants on its basement and lower two floors and it was specifically designed around the needs of a banking house. The completion of this building directly influenced the construction of the city's second modern office building, the Security Building, built in 1897. It was built in the same style and was located one block to the south (National Register of Historic Places, 2006). The Bank and Insurance Building jumped well north of the established downtown core (500s-800s of Main Street) and helped to fill in the mixed use area on its block that separated that commercial core from the commercial node that was developing above West 9<sup>th</sup> Street. This building's construction, in the waning years of the national depression of the early 1890s reflected Dubuque's continued growth and expansion at a time when competing Iowa urban centers were crippled by the financial collapse. The large number of very large institutional and private buildings, nearly all of which were designed by notable regional (read Chicago, not Dubuque) architects, represented the stylistic struggle between the Beaux Arts/Renaissance and the emerging Romanesque styles. Additional contextual research will document the apparently solid claim that this was Iowa's first modern office building. Its construction was made possible by Dubuque's ability to continue to build major edifices even during a national recession.

Dubuque was building a number of major institutional and other public buildings in the face of the national recession. These designs, embodying the Romanesque, Beaux Arts and related styles, were increasingly the works of "imported" architects. This was the case with the Bank and Insurance Building. The two Chicago architects as noted, brought the newest and most progressive building methods and materials to design and construct this building. Architect Spencer superintended the construction and summarized its importance to high-rise and fireproof construction:

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For years this building remained the only steel skeleton construction building in Iowa, and notwithstanding it was a pioneer building, so far as modern steel construction is concerned, it remains to this day [1904] of the best-known method of fireproof construction.

The late firm of W. W. Boyington & Co. of Chicago were the architects. The whole of the work was in charge of Mr. W. G. Williamson, now in practice in the Association building, and Mr. John Spencer, A.I.A. of Dubuque, Iowa, by whom also the work was personally superintended.

Many claims have been made respecting modern steel construction, but dates prove beyond all doubt that this building at Dubuque was without doubt the first complete building to be erected in the modern manner.

The whole of the steel construction drawings were made in the office of the architect, and were in charge of Mr. Spencer, who made all the figures for same.

Steel guides for the elevators, reinforced with hard steel, were first used in this building and were put up by the Crane Elevator Company from a suggestion made by the architect (*Fireproof* magazine, February 1904).

A key point of the building design involved the basement level extensions that are depicted on several of the Sanborn Map details. These extended beneath 9<sup>th</sup> Street and to the west side of the alley to the west. This caused some protest from the Federal officials in that direction. That extension contained the building's artesian well and eventually the building provided water to the Post Office, much to the consternation of the city's water company. The alleyway extension mandates that the amended district boundary follows the west line rather than the centerline of the alley so as to include this part of the building.

This building represented the trend to place the most notable architectural designs on corner sites. This theme was identified as being a characteristic of the original district nomination. In 1895 the *Dubuque Times* observed:

From present indications it will not be many years before all the corners along Main street will be occupied by handsome business blocks. Dubuque capitalists are taking these corners as fast as they come into market, which is an indication of the solidity of our city.

The construction of the Bank and Insurance Building, above 9<sup>th</sup> Street, represented a very substantial northward extension of the commercial downtown center, usually referred to as the "100 percent location." Typically banks front on these key corners. The "B&I" did induce the commercial up-building of Main Street between 10<sup>th</sup> and 12<sup>th</sup> streets, an area now called the Upper Main Street Historic District (National Register of Historic Places). At the same time, contemporary photographs document the lack of comparable up-building on the southwest corner of 9<sup>th</sup> and Main, as well as the same corner at 10<sup>th</sup> and Main. Early residences survived on both locations. The former site would become the American Trust and Savings Bank, a 12-story high building that was built in 1923 (*Dubuque Daily Times*, January 16, 1895).

These were the principal sub-contractors and vendors for the building's construction:

Demolition, Oliver W. Kingle, Dubuque  
Excavation work, Ryan Brothers, Dubuque  
Stone Foundation, John Tibey, Dubuque  
Steel (patented Larimer Steel Column), Jones and Laughlin, Chicago

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Steelwork, C. L. Stroebel, Chicago  
Ornamental Iron, Ornamental Iron Works, Chicago  
Artesian well boring, J. P. Miller & Co. of Chicago  
Terra Cotta, Northwestern Terra Cotta Works, Chicago  
Column/beam fireproofing, Hubbard Terra Cotta Company [Chicago?]

The original target completion date was March 15, 1895, the work wasn't finished until September 1. Work was started in October and the massive basement stone foundation was nearly finished by October 21. The steel work, terra cotta work, and the brickwork on the north side party wall arose together. This was accomplished over a very cold winter and it is remarkable that the riveting, and masonry work could be completed on the building without any heated enclosures. The steel work was begun on January 14, 1895 and reached the fourth floor by mid-March. The roof was completed a month later (Dubuque *Herald*, October 4, November 19, 1894; Dubuque *Daily Times*, August 29, October 12, December 14, 1894; April 13, May 17, 1895).

The building was claimed as a 1894 improvement by the city. While the building site remained just a very impressive stone-walled hole in the ground, the fact that it was going up was celebrated in the 1894 end-of-year progress report. The Dubuque *Herald* termed it "our greatest pride." The \$350,000 building would "be devoted to the use of banks, stores and offices, and no expense is to be spared to make it one of the finest buildings of its kind in the states." The same source continued, "The exterior is to be of two shades of terra cotta, the body a rich yellow red tone, and the trimmings to be a warm cream color, all to be highly decorated" (Dubuque *Herald*, January 1, 1895).

Apart from a banking house, in which most of the developers had an interest, the building tenants were pretty much an after thought once the building was finished. Indeed, it was stated that the quarters for tenants would be designed to fit their spatial needs. Non-bearing walls could be placed anywhere. One "new departure" that this arrangement allowed for was the partnering of doctors to collectively use multi-room suites. There was just one double-storefront retail tenant, that of Barnard, Walker and Clewell, dealers in books, music, and musical instruments. Otherwise there was a basement buffet, and the other tenants were insurance dealers, building and loans, lawyers, and other professionals. A few tenants moved in early in December 1895 but the grand opening took place on December 29, 1895. Ten thousand visitors toured the new building and the heartiest climbed the stairs to enjoy the perspective from the upper floors (Dubuque *Daily Times*, December 28, 1895).

The Dubuque *Times* summarized the event as follows:

But the real splendor of the structure was not seen until night, when the thousands of electric lights were turned on. From every window gleamed the soft rays of light, and the main arch on the Main street side was a beautiful sight to behold. The arch was encircled with rows of electric lights, and presented a magnificent view. The bank on the corner was also lighted, and was the object of interest, as all the visitors embraced the opportunity to view it...The soul of the architect who planned the structure seemed to reveal itself to the beholder. It is a revelation of the genius and progress of the age, and is a grand type of the means, ingenuity and skill, and the dream of years at last realized. The erection of this imposing building is the symbol of prosperity and the signal for renewed hopes and stronger faith in the future of our city (Dubuque *Daily Times*, December 29, 1895).

The completed new building was an imposing monument in Dubuque as preceding and subsequent figures indicate. While it was advertised as containing some 200 office spaces, the 1899 city directory list of tenants totals

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58 occupants. Clearly most tenants occupied suites of offices. Frank D. Stout was the president of the Iowa Trust and Savings Bank, which was organized in 1884. This was yet another link between a primary tenant company and one of the building's developers. The bank failed in 1932 and its prominent corner quarters were filled by the American Bank and Trust by 1941. That bank had its origins as the German American Savings Bank. Renamed in 1918, it occupied its own new building at 1842 Central until 1934. It moved to the Federal Bank Building in 1945, ending the banking association of this building ([www.encyclopediadubuque.org](http://www.encyclopediadubuque.org)).

City directories simply list the building tenants alphabetically through the early 1920s. Accordingly it is difficult to place a particular tenant on a specific floor until the 1923 directory. That directory lists only the bank on the main floor. In the basement were a bath parlor and a barber. The second floor contained eight offices and these were leased exclusively by doctors and dentists. The third floor contained 20 offices that were used by a number of insurance offices, brokerages, some doctors, the Dubuque Visiting Nurses Association, the Underwood Typewriter Company, and the Commerce Department Steamboat Inspection Service. The Fourth floor had 16 offices and on this floor lawyers, loan offices, insurance firms, several lumber companies, and the Board of Education all resided. On the fifth floor were 15 offices that housed mostly lawyers, insurance companies, the International Harvester Company, and an advertising company. The sixth floor had just 11 offices and these were occupied by lawyers, realtors, insurance companies, Fridolin Heer, architect, and the Dubuque Manufacturer's Association. The seventh floor contained five offices and these were occupied by insurance companies, lawyers, an optical company and the Dubuque Securities Company. Within the next two years, the major internal change was the consolidation of the upper level office suites to just three, with the Dubuque Securities Company, the Dubuque Fire and Insurance Company and the National Reserve Insurance Company as tenants (1923 City Directory of Dubuque, 1925 City Directory of Dubuque).

The 1948 city directory evidences a real rebound in overall building occupancy. The basement is fully occupied, and while 909 Main remained vacant, the Linpark Clothiers were located in the north side of 909 Main Street. There were ten empty offices, the largest number found in the sampling, but the seventh floor was once again listed with eight offices, all being occupied. Tenants there included Company D, 410<sup>th</sup> Infantry (Federal Reserves), the U.S. Veterans Administration, the U.S. Air Force Reserves and the U.S. Bureau of the Census. A floor below were the U.S. Selective Service Board, and the U.S. Soil Conservation Service. Elsewhere in the building were found the Fuller Brush Company, Catholic Charities, the Dubuque County Tuberculosis Association and the Dubuque Chapter of the American Red Cross (1948 Dubuque City Directory).

By 1955 there were a dozen empty offices in the building and no listed ground level retailers. Two new tenants in Room #604 were the Fischer Realty Company and the Fischer Investment Company. Beginning in 1953, Louis H. Pfohl (1907-2000) had begun negotiations to purchase the Bank and Insurance Building. Pfohl had married Pauline Mathis, the granddaughter of Caroline Rhomberg Fischer. The Fischer family had come to Dubuque in 1854 and Louis Fischer had worked for and then partnered with Cushing and Wheeler, dealers in wood and ice. The other partners soon departed leaving Louis Fischer in charge. He died in 1878 and his widow Caroline succeeded to managing the family business. Daughter Julia Fischer Mathis did the same when Caroline died. Louis Pfohl purchased the business in 1948 and the company was reorganized into three corporations, Fischer and Company, Fischer Investment Company and Fischer Artificial Ice and the Cold Storage Company. The real estate corporation acquired key downtown properties that it still owns to this day. These include the Julien Hotel, the Farley and Loetscher Administrative Building and the Bank and Insurance Building (Dubuque *Telegraph-Herald*, August 10, 1969).

The building was renamed "The Fischer Building" and in early 1956, Louis Pfohl announced plans to dramatically modernize the building. The first transformation was the covering of the lower two floors with what was

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originally a green colored metal slip screen and all-new storefronts. The raised banking floor was lowered to ground level and all new entrances and interior lobbies were constructed. This work was still underway as of mid-year when Louis Pfohl promised additional changes. The third floor was to be committed to the use of medical, dental and related services. The entire building was to be completely covered with the same slip screen materials, the building was to be air conditioned and the interior light court was to be built in. Finally an eighth floor was to be added by jacking up the existing roof. The cornice and parapet were to be removed. This work was to be accomplished "in the next few years." Curiously no building permits were obtained for any of this work so dates for the changes and their costs are unavailable apart from newspaper accounts. There was one reuse of historical material. The original lobby Italian marble work was refinished and reused (Dubuque *Telegraph-Herald*, July 8, 1956).

Louis Pfohl had a creative vision for his building, seeking to transform the building into "the Rockefeller Center of Dubuque." That goal betrayed his New York roots. He stated "An office building should be like a stage setting—a versatile structure that can be reset again and again to fit the varied and changing needs of its tenants...The average tenant spends more time in his office than he does in his home. It should be so pleasant and convenient that he enters it with enthusiasm in the morning and still has a spring in his step when he leaves at night." Pfohl was an architect and he supervised the remodeling and did the design work. Ralph Mueller did the construction work. Cy Lampe was the building manager and was also directly involved the building make-over work. Renaming the building was typical of the times, but the selection of the Fischer family name represented a century of history in Dubuque. So the change combined change with tradition (Dubuque *Telegraph-Herald*, July 8, 1958).

The final installment of the multi-year remodeling came in 1960 when an eighth floor was added. The three foot existing attic level was heightened six feet. The elevator shaft was extended another story. A north-end single story elevator penthouse addition became a radio transmission station. The elevator expansion combined with the enlargement of the elevator shafts and the replacement of the elevator cabs. The original plan was to cover the new floor and the seventh floor with buff colored porcelainized aluminum panels. This color was intended to contrast with the green colored slip covers on the lower two floors. Only the new upper floor was actually slip-covered and the covers on the lower and upper floors all have a matching dark gray color. The roof-raising was accomplished in three sections. The steel columns were first put in place, piercing the old roof. These supported the screwing mechanisms that hoisted the roof sections. The columns were then welded into place. Owner Pfohl praised the design of the building and in particular its steel support system, which enabled him to make his interior changes with some ease. The final accent, assuming it was actually put in place, were seasonally scented elevators (Dubuque *Telegraph-Herald*, March 27, 1960).

The remodeling kept the building fully occupied well into the 1970s. The 1963 city directory, reflecting the building layout and tenantry immediately following the remodeling confirms the full occupancy claim as of that time. One major transformation was in the basement, where ten offices were now located, likely reflecting the demise of the bowling alley space. The second and third floors had 11-12 offices on each level, while the fourth floor had 21 offices. The latter clearly reflected a provision of smaller office areas within the building (1963 Dubuque City Directory).

**951 Main Street (1876):**

This building was one of the very first commercial buildings to be erected on this street frontage as commercial land uses crept northward along Main Street during the mid-1870s. The 1872 lithographic overview shows two larger buildings on the east side of the street, closer to 10<sup>th</sup>. Indeed commercial growth by-passed much of the 800s and 900s blocks and first developed the 1000s block to the north. This building appears on the 1884

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Sanborn Map as a 2.5-story block set between a house to the south and a duplex to the north. In unusual detail, the map indicates that the building houses a wholesale/retail millinery and a third floor hall. There were no openings on the north side wall.

This three-story commercial building dates to 1876 and appears to be a very unusual and well-preserved commercial design, one that was designed by noted architects, Fridolin Joseph Heer Sr. and Edward Naescher. Heer founded a leading design firm in Dubuque in 1870 and he partnered with Naescher from 1874-76 (Shank, p. 79).

Bernard Kistler was responsible for constructing this building on Main between 9<sup>th</sup> & 10<sup>th</sup> Streets. The *Herald* reported:

Kistler's new building, on Main street, between Ninth and Tenth, attracts attention by its fine stone front, which certainly is a creditable piece of work. The public are informed that J[ames]. Roys filled the contract, received the stone from LaMotte, and made the plain and ornamental work, polishing the stone, and executing the same from drawings of the architect. Mr. Roys' yard turns out some creditable work, as many a building about town will testify.

Heer & Naescher, were the architects. Klauer & Henney did the cast iron work in the storefront "all of the most modern style." The press noted "no building in the city is built stronger or furnished better." Key elements included the marble front, French plate glass, galvanized iron cornice, tin roof, stone sidewalk, cistern, water closets, rear porch, double storefront with cellars, rear entrances in basement, store and hall on ground, second floor residence, and a third floor hall. The plan measured 25x70 and the construction cost was \$7,800. It was intended to house a jewelry shop, and was nearly done by mid-October (Dubuque *Herald*, October 8, December 2, 1876; Dubuque *National Demokrat*, June 1, October 12, 1876).

Bernard and Susanna Kistler acquired the property on November 5, 1866. Susanna, widowed by April 5, 1884, sold the building to David Conigisky for \$9,500. He in turn sold it to George B. and Ellen Burch in early 1891. In early 1886 the property owners to the south forced the owners to brick in the south side window openings (Property Abstract).

The first identified tenant, however, was M. Paffman's French Dye House, which was there as of May 4, 1877 and remained until May 1878. The earliest documented tenant firm for this building was A. C. Blake's millinery (945 Main) in 1880. Owner Conigisky had his dry goods store there as of 1884. F. E. Leonard, confectioner, was there in 1890. Walter F. Meade had a cigar store and billiards hall (951 Main) as of 1896-98. He surrendered his \$20 billiard hall permit in November 1900, the same year that July 4<sup>th</sup> firecrackers cracked one of his large display windows, costing him \$100 to replace it. Meade moved three blocks south in December 1901 becoming "the latest addition of Upper Main merchants to move downtown." Brown and Greeley, Milliners, briefly replaced the cigar store in March 1902, and Mrs. Brown became its sole owner as of late September 1902. Upstairs, Dr. Matthay's osteopathic and electrical institute secured the entire second floor for at least the early part of 1902. The Loyal Order of Moose Lodge, #355, occupied the hall between 1909 and 1934. The Disabled American Veterans Club used the hall as of 1952. There was a restaurant downstairs in 1913, it was vacant in 1918, the Great American Store was there in 1925, a café in 1934, Harker & Poquette Billiards in 1948, and Q The Billiards in 1952 (Dubuque *Herald*, May 4, 1877; May 21, 1878; September 24, 1899; November 12, December 13, 1900; January 7, February 11, April 28, 1902; Dubuque *Telegraph-Herald*, December 12, 16, 27, 1901; January 3, February 7, March 30, April 28, June 8, September 29, 1902).

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**955-57 Main Street:** Charles J. Peterson Hall

Dental surgeon Charles J. Peterson (1854-1929) built this combination store, dental office and public hall in 1886 for \$5,500. The *Herald* reported in mid-April that the work on the building had been delayed for two weeks due to the lack of stone masons. Peterson had first lived and worked at 970 Main. In 1889 he added a single-story rear brick addition. Peterson occupied the second floor with his dental office. Peterson's Hall is first listed in city directories in 1894 at which time it was being used by the two local chapters of the Royal Arcanum, the Independent Order of Good Templars and the Dubuque Dental Society (formed in 1893). The building was then addressed as 957 or 961 Main Street. The hall and Peterson continue to be listed at this address through 1901 when the hall housed the meeting of the veterans of the 9<sup>th</sup> Iowa Infantry and the 3<sup>rd</sup> Iowa Battery during the Grand Army of the Republic Reunion in late September. Peterson was a graduate of the Baltimore College of Dental Surgery (March 1877) and was one of a few trained dental surgeons who were working in Iowa. In just three years it was noted that Peterson had "established a leading business in Dubuque." By 1896 Peterson was serving as the president of the Dubuque School Board. He also served as the head of the Dubuque Dental Society and the Iowa State Dental Society. Peterson was a director of St. Luke's Methodist Episcopal Church, and in that capacity, participated in the leasing of the property at 965 Main in 1901 (*Herald*, April 16, 1886; Dubuque *Telegraph*, June 2, 1901).<sup>1</sup>

Charles A. Noyes partnered with Franklin R. Anson by 1884 to form an art store business that first located at 970 Main across the street as of 1884-85. He was at 955-57 Main as of December 1, 1895. Noyes was the sole owner by 1892-93 and occupied the ground floor of Peterson's building. In mid-1896 Noyes received the city franchise to sell Sterling Bicycles. He is listed there through 1901, after which time he relocated to 965 Main to the north. J. J. Leonard, D.D.S., replaced Dr. Peterson on the second floor beginning in 1900, remaining one year. He followed Noyes to 965 Main Street, next door north. George W. Wunderlich, chemist, replaced Noyes on the main floor, beginning in 1902. He was the son of Henry W. Wunderlich, a long-time manager/president of the Dubuque Cabinet Makers Association. George Wunderlich first worked as a pharmacist in St. Louis, where he studied pharmacy. Noyes offered two 14-foot long oak counters "cheap, if taken at once," for sale in late November 1901 as he prepared for his move next door north (Dubuque *Herald*, December 1, 1895; May 5, 1896; Dubuque *Telegraph-Herald*, November 30, 1901).

The hall continued to be listed as late as 1939 and the Elks met there as of 1904, succeeded by the Knights of Columbus, who were there as of 1908. This was one of a number of halls that clustered along Main Street between 9<sup>th</sup> and 10<sup>th</sup> streets. The 1894 city directory listed nine halls on this block, including Peterson's. The "clubroom" was remodeled by Anthony Construction Company in 1939. A 1939 reference to "Service Club" alterations refers to this hall. Another common presence along this block was bicycle-related businesses. There were four retail bike dealers, including Noyes, as of 1896.

Service Optical Company was the tenant in 955 Main as of 1952. Albert Siegele, furrier, was in 957 Main as of 1913-18. Dubuque Meat Company followed, 1921-25, as did John Daskalaski, shoe repair, 1935-52.

The 1909/62 Sanborn Map shows a split storefront (955-957). Vi's Nutrition occupied the entire storefront from c.1979 until quite recently. A December 30, 1980 fire caused \$50,000 in damage and caused the replacement of the storefront. A second fire, on February 3, 1983, caused \$10,000 in damages.

<sup>1</sup> The property abstract does not show when Peterson acquired the land. He and his wife Tenie N. Peterson sold it March 12, 1898 to Francis Waldron Bradley and Esther Bradley Witmer.

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**965 Main Street:**

This parcel was owned by St. Luke's Methodist Episcopal Church as of September 1, 1886. A double house or duplex with open side yards infilled the lot and the three half lots to the north through 1900. Charles A. Noyes, who had his art store in the Peterson Building to the south, secured a 99-year lease from the church that started June 1, 1901, and Noyes built this building on leased land (Elizabeth Noyes owned the property until c.1990). The lease agreement stipulated that Noyes would build a \$25,000 building within the year. The *Daily Telegraph* noted "The building will be a handsome modern structure with a fancy stone and brick front and will be a credit to that block." The south half of the double house (971 Main) was demolished to make way for this building, in mid-1901. Beginning in the 1902 city directory this building, addressed as 965 Main, first appears and it housed Noyes' art store with his residence upstairs. That store remained here as late as 1934, with a photo shop on the upper level. A single-story rear addition housed a picture framing shop (Dubuque *Daily Telegraph*, June 21, 1901; Property abstract).

Greek-born Arthur J. Diamond (1887/88-1969) came to Dubuque in 1907 and founded Betty Jane Candy in 1933. By 1938 the business occupied the ground floor of this building, remaining here until early 2009. The owners lived on the upper level. Over time the business expanded to four stores that were scattered across the city and Betty Jane's became a locally cherished trademark. During the late 1930s the store interior had a Moderne style design.

The expiration of the 99-year ground lease threatened the the building with demolition. St. Luke's trustees instead sold the land to the Fischer Company in 2000 and the building is to now undergo rehabilitation.



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*Herald:*

May 18, 1893; July 20, 22, August 16, 22, 23, October 4, 1894, November 7, 19, 1894; January 1, December 7, 14, 15, 17, 1895; September 8, 1897

*Telegraph:*

August 22, 28, October 12, 1894; January 11, 1896; January 12, 1914

*Telegraph-Herald:*

March 19, 1905; January 7, 8, 1934; July 8, 1956; July 8, 1958; March 27, 1960; August 10, 1969

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**10. Geographical Data**

**Acreage of Property** 1 acre

**UTM References**

(Place additional UTM references on a continuation sheet.)

1	[1] [5]	[6] [9] [1] [5] [9] [9]	[4] [7] [0] [8] [1] [4] [0]	2	[ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
	Zone	Easting	Northing		Zone	Easting	Northing
3	[ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]	4	[ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
							[ ] See continuation sheet

**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

**Boundary Justification**

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

**11. Form Prepared By**

name/title James E. Jacobsen

organization History Pays! Historic Preservation Consulting Firm date December 20, 2010

street & number 4411 Ingersoll Avenue telephone 515-274-3625

city or town Des Moines state IA zip code 50312-2415

**Additional Documentation**

Submit the following items with the complete form:

**Continuation Sheets**

**Maps**

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

**Photographs**

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

**Additional items**

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

**Property Owner**

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

name Tony Pfohl (owner of the four added properties)

street & number 290 Main Street telephone (563) 583-3526 Ext.17

city or town Dubuque state Iowa zip code 52001

**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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**Upper Main Street Historic District Boundary Increase**  
**Dubuque, Iowa**

10. Geographical Data:

USGS Coordinates:

Zone 15

	<u>Northing</u>	<u>Easting</u>
A	4,707,971	691,580
B	7,708,151	691,500
C	4,708,168	691,540
D	4,708,241	691,509
E	4,708,247	691,557
F	4,708,010	691,657
G	4,707,860	691,600
H	4,707,880	691,680
I	4,707,990	691,620

The district includes the following legal parcels:

Boundary Description:

This district boundary increase adds Lots 46-50 that comprise the east half of Block 5, Original Town. The district boundary is proposed to be extended south along the centerline of Main Street, beginning at the intersection of that centerline with the centerline of 10<sup>th</sup> Street, running south along said line to the centerline of 9<sup>th</sup> Street, thence west along that centerline to its intersection with the west line of the alley in Block 5, thence north along that alleyway to the intersection with the centerline of 10<sup>th</sup> Street, finally running east to the point of beginning.

- 909 Main: Lots 49-50, Block 5, Original Town
- 951 Main: South half Lot 48, Block 5, Original Town
- 955-57 Main: North half Lot 48, Block 5, Original Town
- 965 Main: South half Lot 47, Block 5, Original Town
- Vacant parcel, north half Lot 47, Lot 46, Block 5, Original Town

Boundary Justification:

The entire half block is included due to unified ownership and the need to include the vacant portion as a connecting link to the four added buildings. The half block including the entirety of the alley to the west contains the four buildings and this land has been historically associated with those buildings. The full alley is included because the Bank and Insurance Building fully occupies the alley to the west.

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Map: [See Figure 36]

Photographs:

Dates: September 17-18, 2009  
Photographer: James E. Jacobsen  
Location of Negatives: City of Dubuque

<u>Frame</u>	<u>Direction</u>	<u>Description</u>
1	south	951, 955-57, 965 Main (left to right)
2	north	951, 955-57, 965 Main (left to right), 10 <sup>th</sup> Street right of center
3	northwest	909 Main Street and buildings to the north
4	southeast	rear walls, additions to 951, 655-57, 965 Main (right to left)
5	northwest	Main Street, north from 9 <sup>th</sup> Street towards current district

For Photo Map, see Figure 37

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Figure 2: The Larimer Steel Column (Kidder, p. 445)

Figure 3: 1884 Sanborn Map (shaded building is extant and is amended into the district; dark boundary line identifies the amended area)

Figure 4: Dubuque Customs House/U.S. Post Office (1858-1947), view west along 9<sup>th</sup> Street from Main Street, future Bank and Insurance site at right foreground, c.1870 (Loras College, Center For Dubuque History)

Figure 5: Future Bank and Insurance Building site, view northwest, ca.1890 (Loras College, Center For Dubuque History)

Figure 6: Main Street viewed north from 8<sup>th</sup> Street, ca.1872 (Loras College, Center For Dubuque History)

Figure 7: Detail of a c.1868-70 stereoscopic view from 11<sup>th</sup> Street Hill, view east (State Historical Society of Iowa, Iowa City, Photographs, City of Dubuque)

Figure 8: View east along 10<sup>th</sup> Street, c.1884 (State Historical Society of Iowa, Iowa City, Photographs, City of Dubuque)

Figure 9: Detail, Bird's Eye View of the City of Dubuque, Iowa, 1872 (original district boundaries marked in thick black line, district boundary increase thin black line, lower left)

Figure 10: The French Dye House is the first storefront tenant at the newly-built 951 Main Street, as of May 1877 (Dubuque *Herald*, May 4, July 3, August 1, October 10, 1877; May 21, 1878)

Figure 11: ca. late 1880s view north along Main Street from south of 9<sup>th</sup> Street (Loras College, Center For Dubuque History)

Figure 12: c.1890s view north along Main Street from south of 9<sup>th</sup> Street (Loras College, Center For Dubuque History)

Figure 13: Main Street, viewed southwest from below 10<sup>th</sup> Street, c.1890. Note the millinery sign suspended from the upper floor of 951 Main, second from the right (Loras College, Center For Dubuque History)

Figure 14: Detail, 1889 Perspective Map of the City of Dubuque, view northwest (amended district boundaries marked, arrows denote amended area)

Figure 15: 1891 Sanborn Map (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

Figure 16: The new building excites Dubuque, c.1901-2, the talk of the town (Loras College, Center For Dubuque History)

Figure 17: Bank and Insurance Building, view northwest, c.1896 (Dubuque County Historical Society)

Figure 18: c.1905 view north along Main Street from south of 8<sup>th</sup> Street (Loras College, Center For Dubuque History)

Figure 19: 1898 view north along Main Street from 9<sup>th</sup> Street (Loras College, Center For Dubuque History, Hoffman-892 Photograph)

Figure 20: Collage of building tenant advertisements, Bank and Insurance Building, 1905 (Dubuque *Telegraph-Herald*, March 19, 1905)

Figure 21: Main Street, viewed south from West 11<sup>th</sup> Street, 1905  
(<http://freepages.history.rootsweb.com/~tdlarson/dubuque/postcards/streets/mainstouthfrom10th>, accessed October 23, 2002)

Figure 22: View south along Main from 10<sup>th</sup> Street, c.1905 (Loras College, Center For Dubuque History)

Figure 23: 1907 Sanborn fire insurance map (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

Figure 24: 1909 Sanborn Map (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

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- Figure 25: Sanborn fire insurance map Detail, 1936 (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)
- Figure 26: Sanborn fire insurance map Detail, 1940 (black line delineates amended district boundary)
- Figure 27: Sanborn fire insurance map Detail, 1943 (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)
- Figure 28: 1909/1950 Sanborn Map (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)
- Figure 29: west side of the 900's block of Main Street, looking southwest from 10<sup>th</sup> Street, c.1935 (Center for Dubuque Studies, Loras College, Photo LS 620)
- Figure 30: John Vachon photo, c.1941, looking southwest from 10<sup>th</sup> and Main Streets (Loras College, Center For Dubuque History)
- Figure 31: Sanborn fire insurance map Detail, 1962, (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)
- Figure 32: c.1956 view northwest along Main Street, looking towards 9<sup>th</sup> Street (Loras College, Center For Dubuque History)
- Figure 33: The newly clad lower two stories of 909 Main Street, view northwest (Dubuque *Telegraph-Herald*, July 8, 1956)
- Figure 34: 1965 fire in the 900's block of Main Street, west side, view south from 9<sup>th</sup> Street (Loras College, Center For Dubuque History)
- Figure 35: c.1977 view northwest, showing 973 Main Street (non-extant)
- Figure 36: Amended District Map (Jacobsen, 2010) Dashed line denotes amended addition, dark-shaded buildings are non-contributing
- Figure 37: Photo Map (Jacobsen, 2010) Dashed line denotes amended addition, dark-shaded buildings are non-contributing

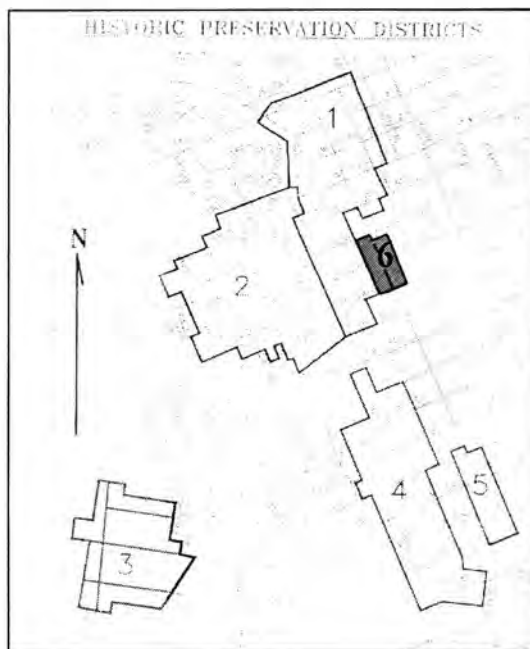


Figure 1: Upper Main District (#6) in relationship to other nearby NRHP-listed Dubuque historic districts  
(Base map prepared by City of Dubuque, 2004)

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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa

The historic districts depicted in Figure 1 are (1) Jackson Park, (2) West 11<sup>th</sup> Street, (3) Langworthy, (4) Cathedral, and (5) Old Main. These are all residential districts, save for the two Main Street districts (numbers 5 and 6).

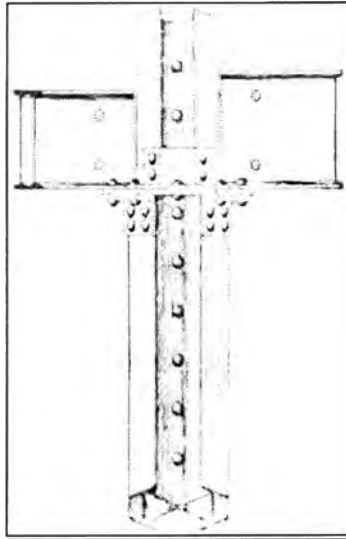


Figure 2: The Larimer Steel Column  
(Kidder, p. 445)

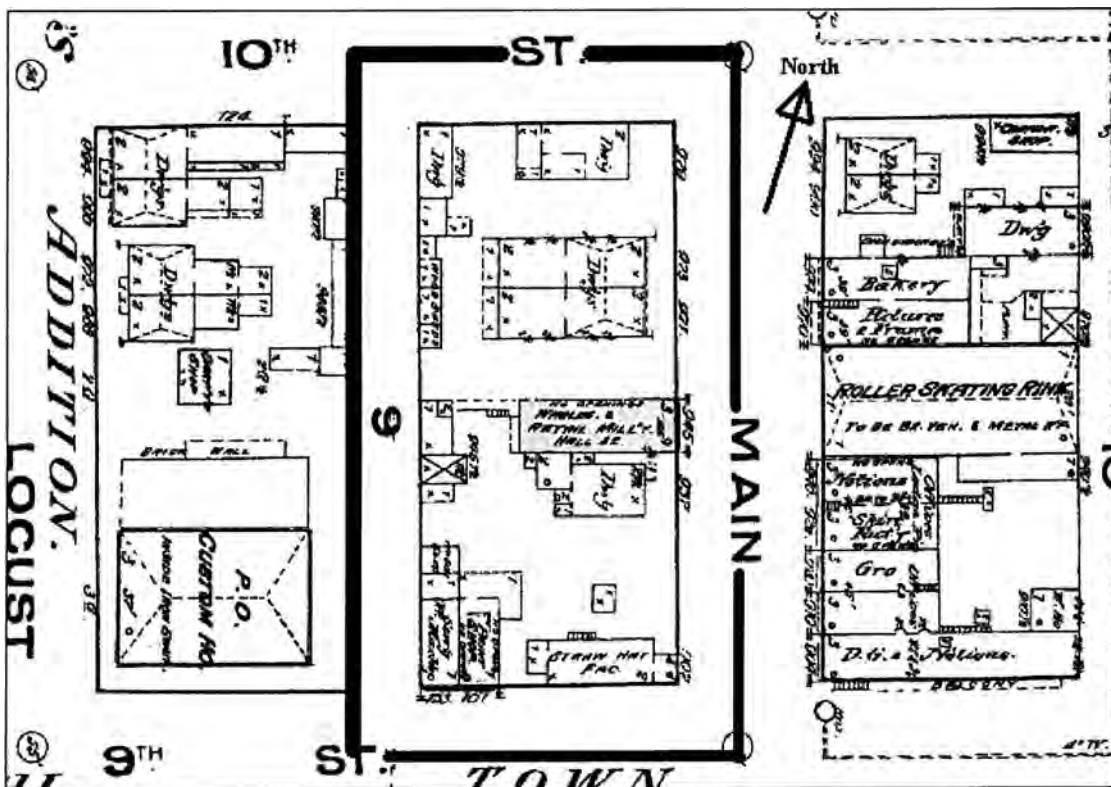


Figure 3: 1884 Sanborn Map (shaded building is extant and is amended into the district; dark boundary line identifies the district boundary increase)



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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa

By 1884 the east side of the 900's block was actually much more commercially redeveloped than was the west side. At the south end of the amended area, the frame building on the corner was built in 1842-43 by Richard T. Cox as his homestead. The second building north was a residence built in 1845 by Mrs. Liza Wells, the mother-in-law of Postmaster Harris and the sister of the late Judge Wilson. It was known as the Wells-Ham lot when it was purchased in 1895 to make room for the Bank and Insurance Building. To the west the Federal Building or Post Office represented a key downtown building that was apparently centered within the larger city, well north of the downtown proper. Eighth Street, located a block south, was the principal east/west trade street (Dubuque *Telegraph*, August 29, 1894).

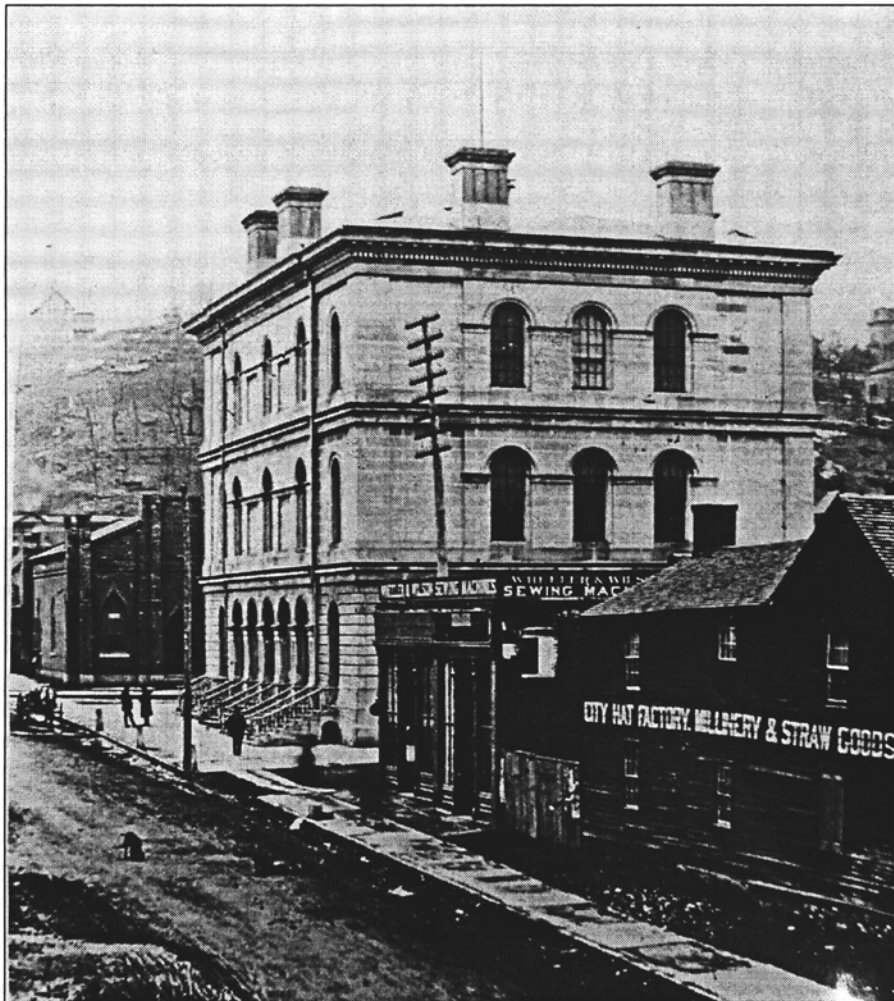


Figure 4: Dubuque Customs House/U.S. Post Office (1858-1947), view west along 9<sup>th</sup> Street from Main Street, future Bank and Insurance site at right foreground, c.1870 (Loras College, Center For Dubuque History)

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Upper Main Street Historic District Boundary Increase  
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Figure 5: Future Bank and Insurance Building site, view northwest, ca.1890  
(Loras College, Center For Dubuque History)

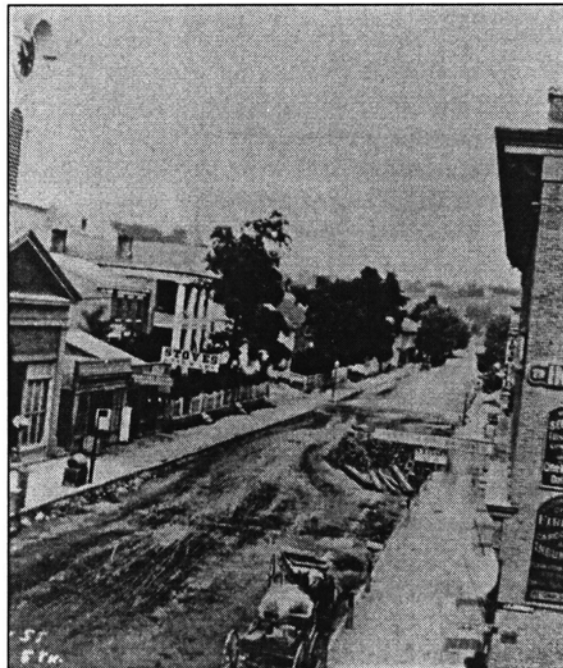


Figure 6: Main Street viewed north from 8<sup>th</sup> Street, ca.1872  
(Loras College, Center For Dubuque History)

Note that the trees, beginning at 9<sup>th</sup> Street, denote the transition from commercial to residential land uses.

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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa



Figure 7: Detail of a c.1868-70 stereoscopic view from 11<sup>th</sup> Street Hill, view east  
(State Historical Society of Iowa, Iowa City, Photographs, City of Dubuque)

This view, from the bluffs to the west, shows the first commercial building on the west side of Main Street, in the 900's block, as well as one commercial block on the opposite side. The Post Office is just visible at the far right center.

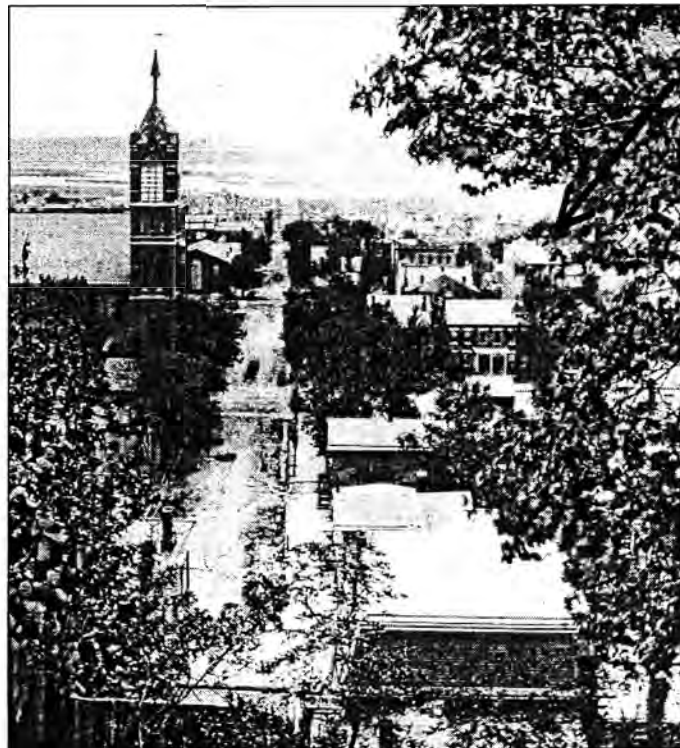


Figure 8: View east along 10<sup>th</sup> Street, c.1884  
(State Historical Society of Iowa, Iowa City, Photographs, City of Dubuque)

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Upper Main Street Historic District Boundary Increase  
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This early view east from the bluffs sights along 10<sup>th</sup> Street. The Congregational and Unitarian churches are to the left of center, while the back of a duplex building at 973 Main Street (non-extant) and commercial buildings on the east side of Main Street are visible at the upper right.

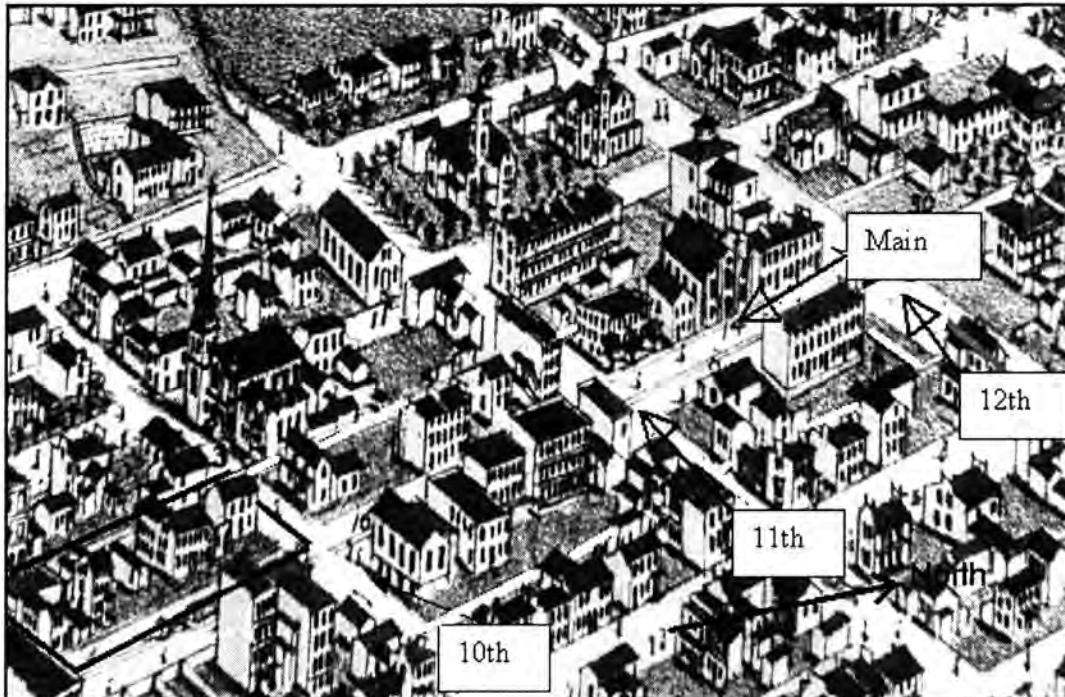


Figure 9: Detail, Bird's Eye View of the City of Dubuque, Iowa, 1872

(original district boundaries marked in thick black line, district boundary increase thin black line, lower left)

The 1872 lithograph excerpt depicts the subject half-block. The west side of the 900's block of Main is all residences, while two stores have appeared in the center of the east side of the same block.

**DYE HOUSE.**

---

**REMOVAL!**

—OF THE—

**FRENCH DYE HOUSE**

TO KISTLER'S NEW BUILDING.

**Between 9th & 10th Streets, on Main.**

Clothes cleaned and dyed any color desired.  
Silks, Woolens, Velvets, Ribbons, Feathers, &c.,  
died to order.

Special attention paid to cleaning Kid  
Gloves.

Prices reasonable and no pains spared to give  
satisfaction.

Figure 10: The French Dye House is the first storefront tenant at the newly-built 951 Main Street, as of May 1877 (Dubuque Herald, May 4, July 3, August 1, October 10, 1877; May 21, 1878)

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Upper Main Street Historic District Boundary Increase  
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Figure 11: ca. late 1880s view north along Main Street from south of 9<sup>th</sup> Street  
(Loras College, Center For Dubuque History)

This view shows the Kistler Building at the far left and the developing three-story commercial buildings on the east side of the 900's block of Main. The single-story skating rink remains in the center of the block.



Figure 12: c. 1890s view north along Main Street from south of 9<sup>th</sup> Street  
(Loras College, Center For Dubuque History)

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Upper Main Street Historic District Boundary Increase  
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This view, half of a stereoscopic view, shows the Kistler Building and the Peterson Building at the left. Note the substantial tree canopy still remaining beyond 9<sup>th</sup> Street on the west side of Main Street, and more generally beyond 10<sup>th</sup> Street.



Figure 13: Main Street, viewed southwest from below 10<sup>th</sup> Street, c.1890.  
Note the millinery sign suspended from the upper floor of 951 Main, second from the right  
(Loras College, Center For Dubuque History)

This image reverses the perspective of Figures #11-12 and shows the Kistler and Peterson buildings at the right.



Figure 14: Detail, 1889 Perspective Map of the City of Dubuque, view northwest  
(amended district boundaries marked, arrows denote amended area)

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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa

This lithograph shows two commercial buildings in the center of the west side of the 900's block of Main Street, while the entire east side of that street is fully commercialized to a height of three stories.

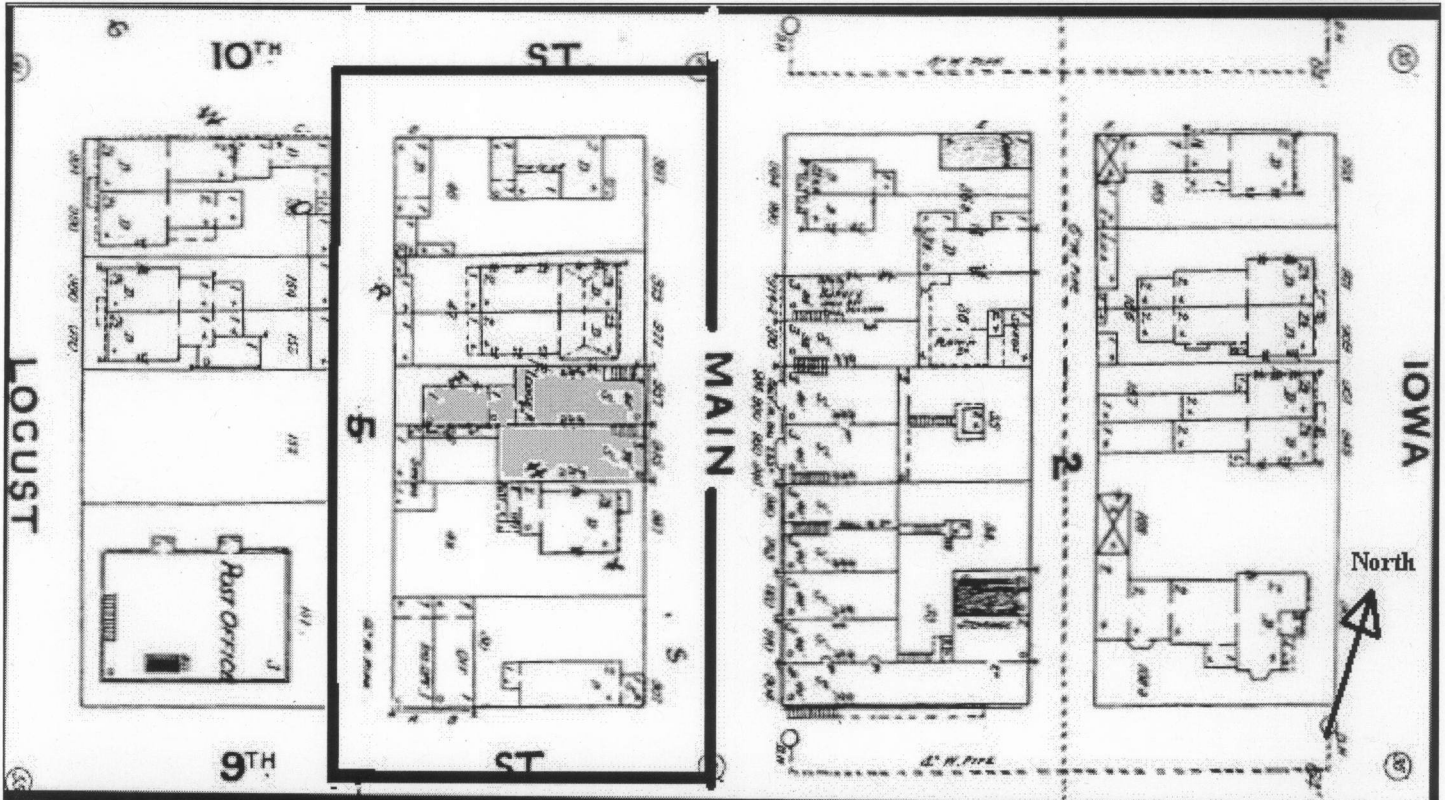


Figure 15: 1891 Sanborn Map (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

The 1891 Sanborn Map portrays the district just on the verge of its final phase of building expansion or replacement.

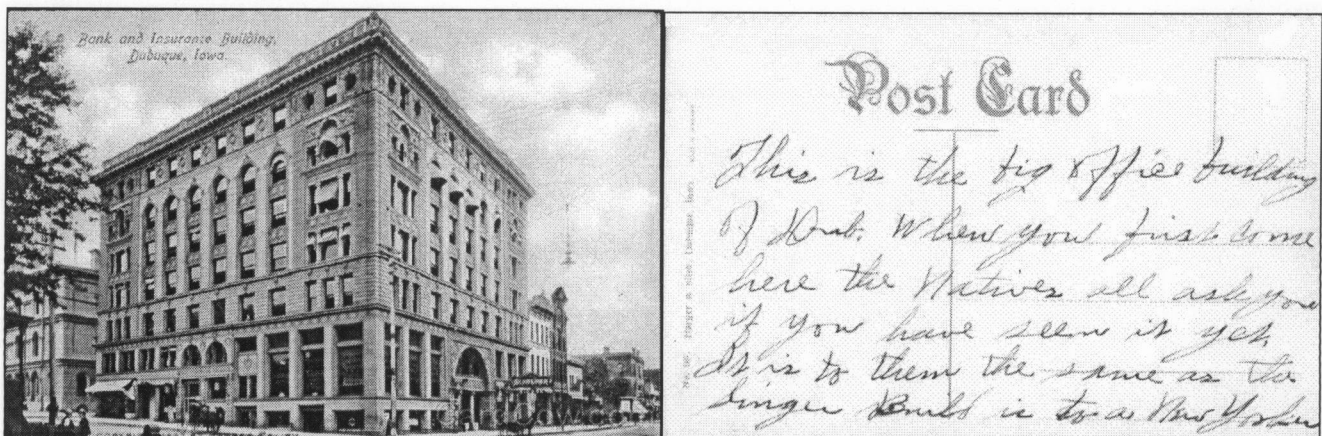


Figure 16: The new building excites Dubuque, c.1901-2, the talk of the town (Loras College, Center For Dubuque History)

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Upper Main Street Historic District Boundary Increase  
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Figure 17: Bank and Insurance Building, view northwest, c.1896  
(Dubuque County Historical Society)

The temple-front former residence (see also Figure #6) dated to the mid-1850s. The north wing had a commercial front added to it. This image illustrates how the Bank and Insurance Building jump-frogged northward commercial development along Main. The buildings to the south survived until 1922-23 when the corner was finally built up.



Figure 18: c.1905 view north along Main Street from south of 8<sup>th</sup> Street  
(Loras College, Center For Dubuque History)



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Upper Main Street Historic District Boundary Increase  
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Trees remain at the corner of 9<sup>th</sup> and Main in this image. The Security Building, visible right of center, emulated the Bank and Insurance Building in terms of materials, style and purpose (office/retail).



Figure 19: 1898 view north along Main Street from 9<sup>th</sup> Street  
(Loras College, Center For Dubuque History, Hoffman-892 Photograph)

<b>BANK AND INSURANCE BUILDING AND ITS OCCUPANTS</b>			
<b>THE ARNO PHARMACY,</b> C. S. ARNO, Manager. <b>Prescription Specialist.</b> Open All Day. Sander. Night Calls Promptly Answered. 215 Main Street, Dubuque, Iowa.	<b>JOHN A. CUNNINGHAM</b> Attorney-at-Law 66-67 Bank and Insurance Bldg. DUBUQUE, IOWA.	<b>DR. THILL</b> Dentist 66-67 Bank and Insurance Bldg. DUBUQUE, IOWA.	<b>PATENT</b> <b>MONROE M. CADY</b> Lawyer Law of Patents a Specialty. Dubuque, Iowa.
<b>The Prudential Insurance Co.</b> OF AMERICA. Rooms 517 and 518 Bank and Ins. Bldg. <b>JOHN O'ROURKE, Manager.</b>			<b>OFFICERS:</b> B. W. LACY, President A. T. LUSCH, Vice President MAURICE BROWN, Cashier E. F. LUSCH, Asst. Cash.
<b>The Saratoga Restaurant and Cafe.</b> BEST DINNER IN THE CITY FOR <b>25c</b> Always Something New. Watch Our Specialty. Bank and Insurance Bldg. <b>B. F. BISHOP, Caterer.</b>			<b>The Iowa Trust and Savings Bank.</b> Bank and Insurance Building. <b>DUBUQUE, IA.</b> CAPITAL \$ 100,000 Surplus and Undivided Profits - 108,000 DEPOSITS - 1,000,000 <b>3 1/2 %</b> Interest Paid on Deposits.
<b>Dubuque Fire and Marine Insurance Co.</b> DUBUQUE, IOWA. PROPERTY DAMAGE, MARINE, FIRE, ACCIDENTS. Assets \$1,000,000. Capital \$100,000. Reserve \$500,000. Total Assets \$1,500,000. This Company has a large percentage of the assets of all companies, and a large percentage of its assets insured by such as being not only fire and marine companies, but also fire and marine companies.		<b>T. J. LOFTUS</b> <b>BUFFET</b> HAIR AND INSURANCE BLDG.	<b>LEARN TO SEW AT SNOW'S</b> College of Dressmaking Bank and Insurance Bldg.
<b>H. F. MULLIGAN &amp; CO.</b> Spice, Stamps, Sausage and Provisionals... Bank and Insurance Bldg.		<b>JOS. NEEDHAM.</b> 313 Bank and Insurance Building Fire and Life Insurance Reliable Old Line Companies Represented.	

Figure 20: Collage of building tenant advertisements, Bank and Insurance Building, 1905  
(Dubuque Telegraph-Herald, March 19, 1905)

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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa

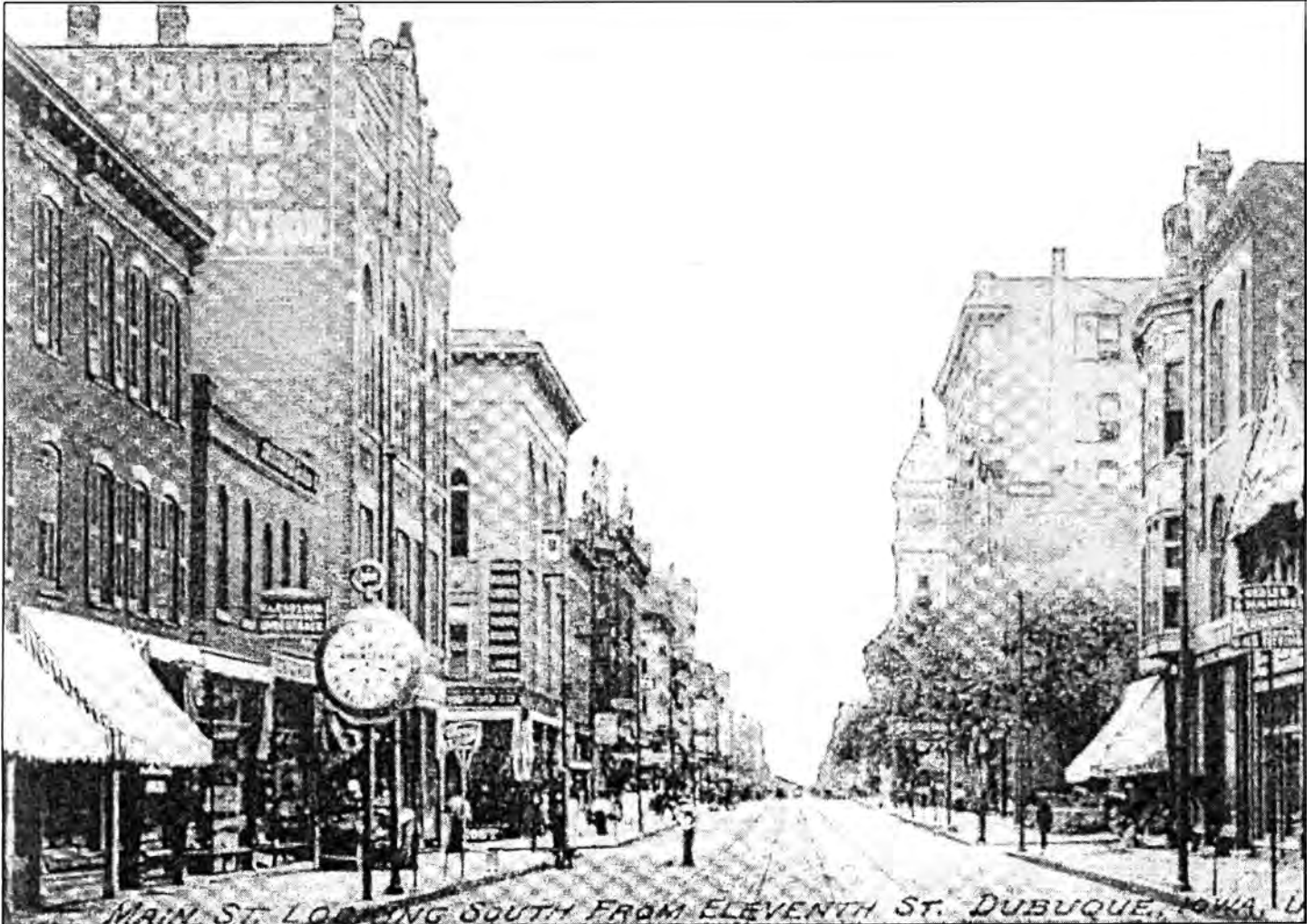


Figure 21: Main Street, viewed south from West 11<sup>th</sup> Street, 1905

(<http://freepages.history.rootsweb.com/~tdlarson/dubuque/postcards/streets/mainstsouthfrom10th>,  
accessed October 23, 2002)

This image is repeated from the original district nomination because it depicts the 900's block of Main to the south of the listed district. The Levi Block is left of center on the corner, and the Bank and Insurance Building is looming up to the right of center. Notice the trees along the north half of the 900s block of Main Street.

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Upper Main Street Historic District Boundary Increase  
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Figure 22: View south along Main from 10<sup>th</sup> Street, c.1905  
(Loras College, Center For Dubuque History)

The west side of the 900' block of Main never caught up with the highly commercialized east side of the block. Here two residences (the north half of a duplex and a frame house on the corner) survive along with their trees.

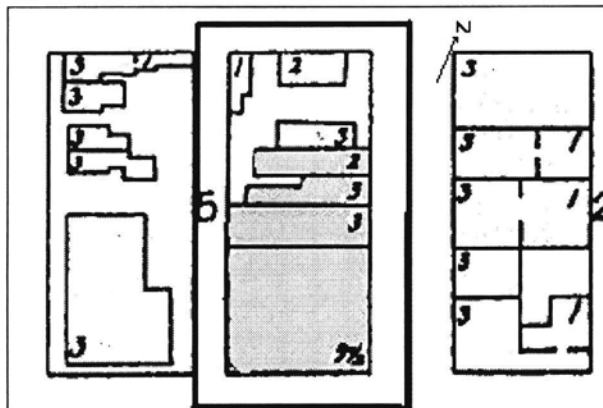


Figure 23: 1907 Sanborn fire insurance map (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

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Dubuque, Iowa

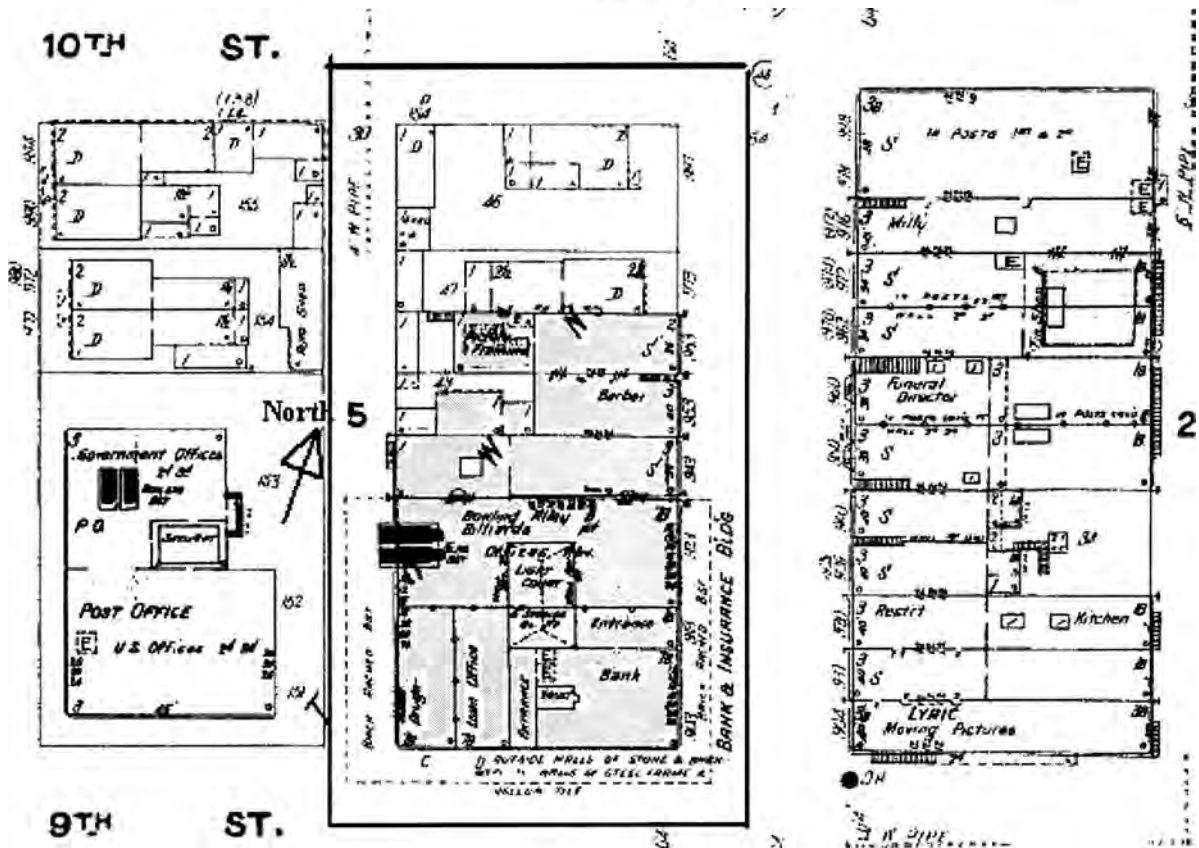


Figure 24: 1909 Sanborn Map (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

The amended buildings to the listed district were all in place by 1909.

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Dubuque, Iowa

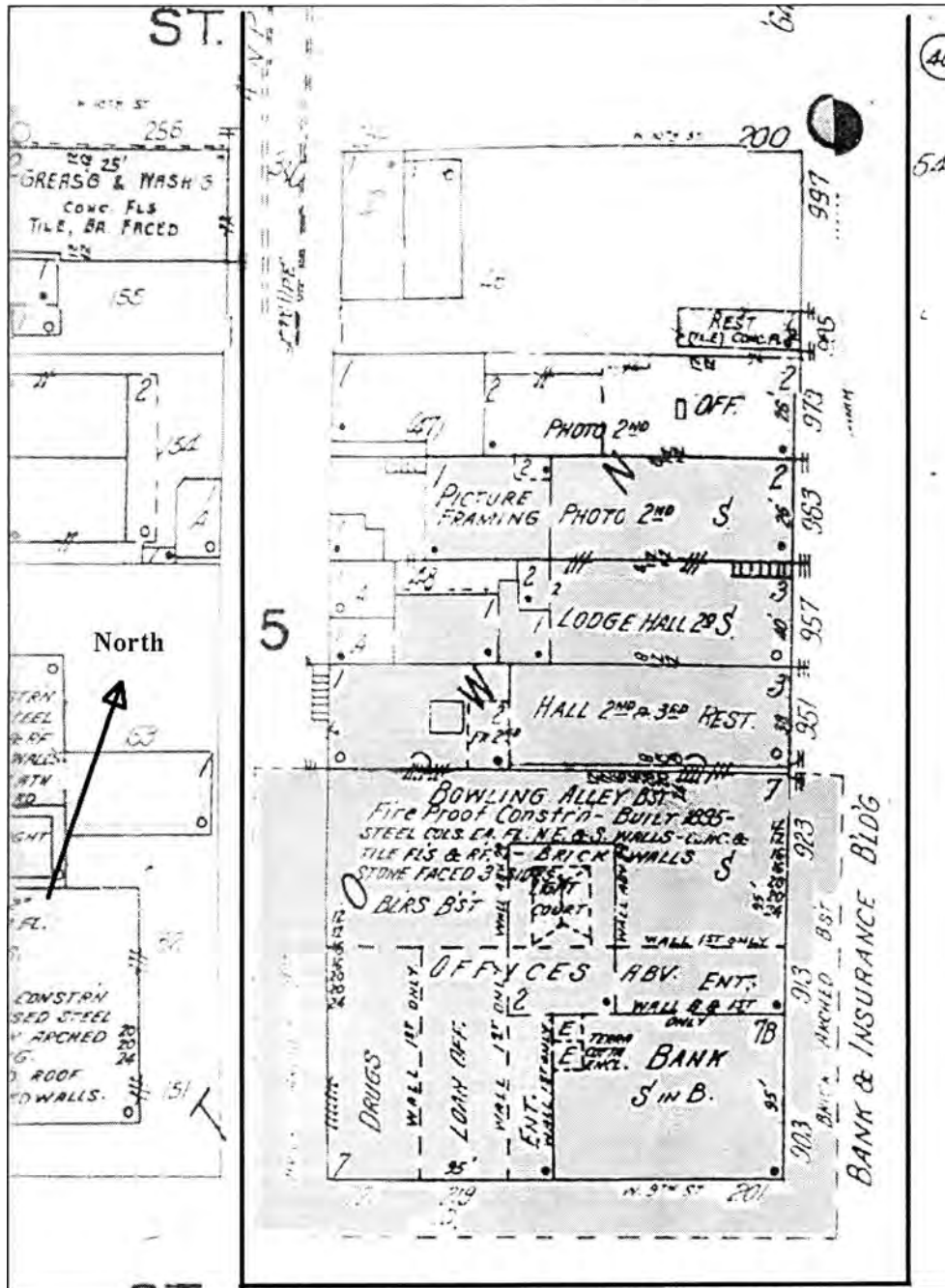


Figure 25: Sanborn fire insurance map Detail, 1936  
(shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

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Dubuque, Iowa

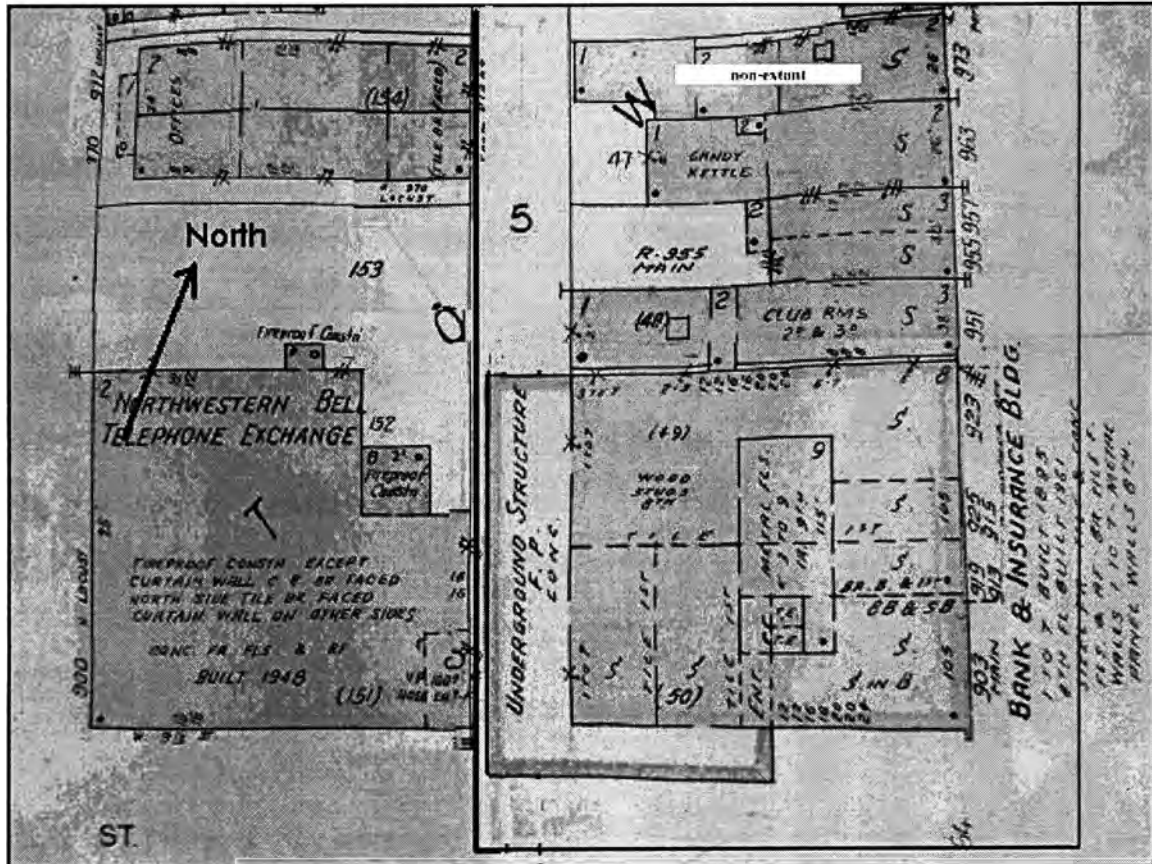


Figure 26: Sanborn fire insurance map Detail, 1940  
(black line delineates the district boundary increase)

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Dubuque, Iowa

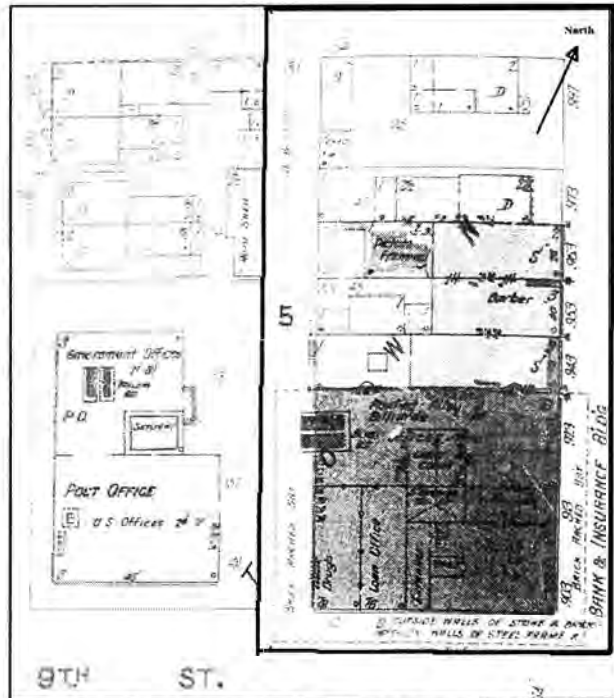


Figure 27: Sanborn fire insurance map Detail, 1943  
(shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

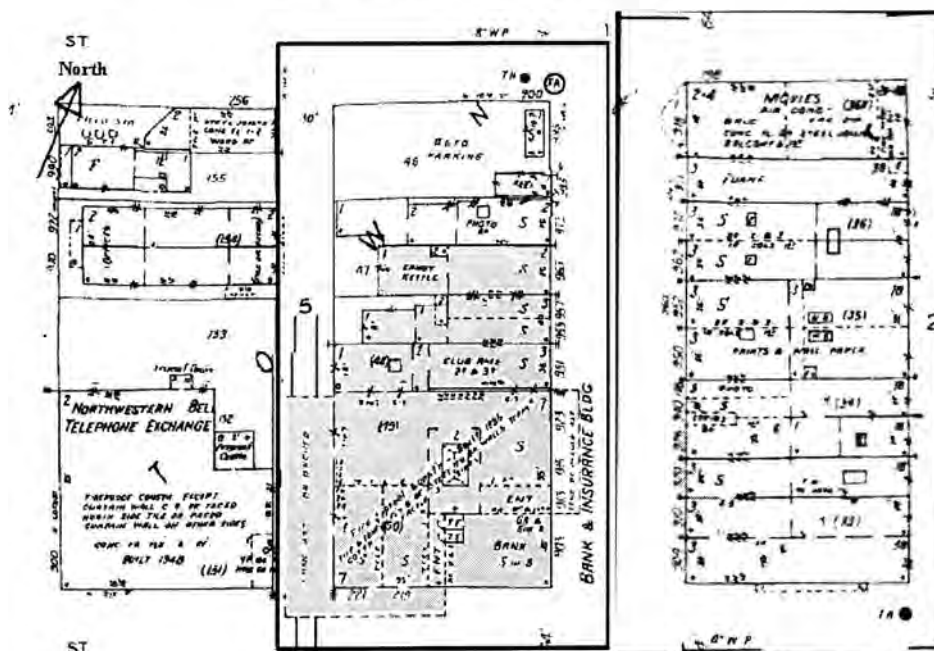


Figure 28: 1909/1950 Sanborn Map  
(shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)

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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa



Figure 29: west side of the 900's block of Main Street, looking southwest from 10<sup>th</sup> Street, c.1935  
(Center for Dubuque Studies, Loras College, Photo LS 620)



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Dubuque, Iowa

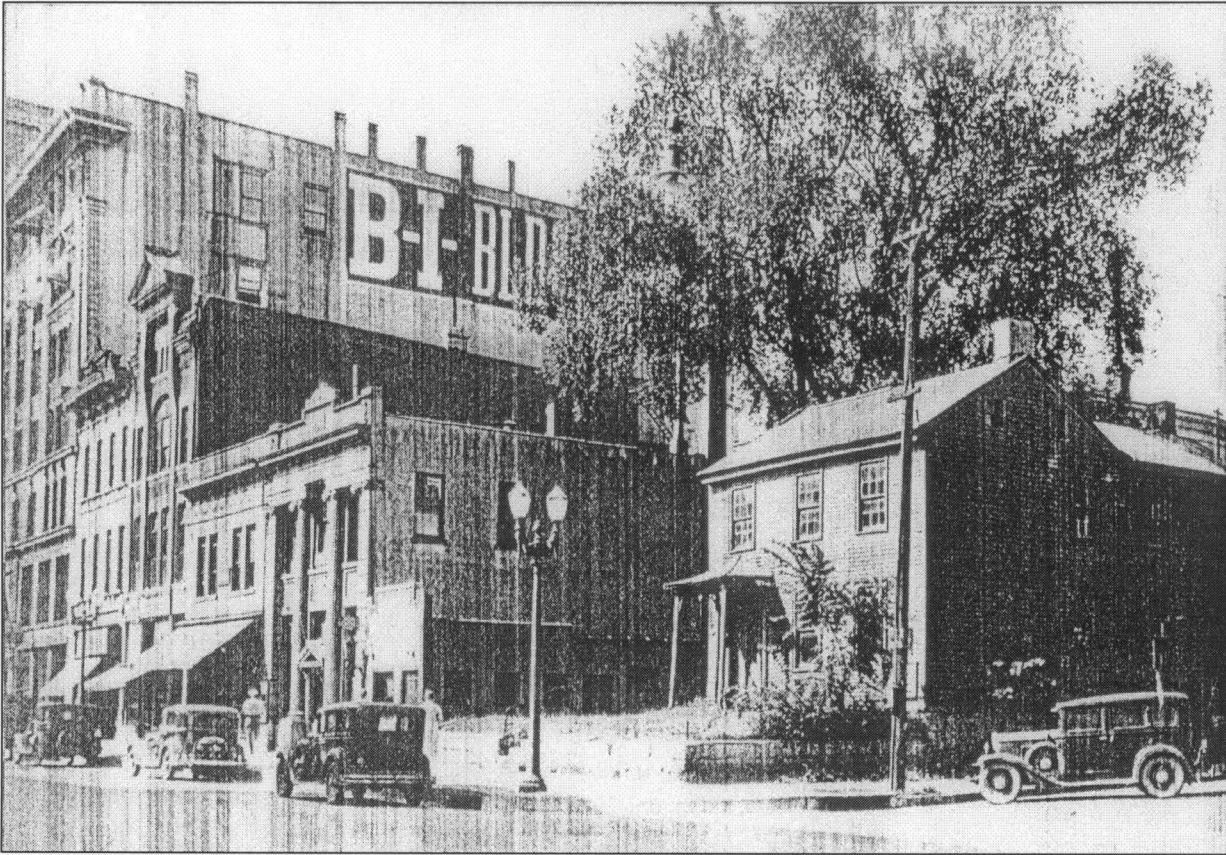


Figure 30: John Vachon photo, c.1941, looking southwest from 10<sup>th</sup> and Main Streets  
(Loras College, Center For Dubuque History)

At the far right is visible the 1839 frame residence that was built by Samuel Dixon, who served as an early mayor of the city in 1842. Dixon owned three lots to the corner and surrounded the whole with a five foot high board privacy fence. When it was built, there were but a couple of other houses further north and the downtown proper was south of 3<sup>rd</sup> Street. Doctor Roland Lewis occupied the house from 1858 until 1895 and added a rear wing to it. The J. M. Sullivan family purchased it in 1898 and were the last to actually live there, through the 1920s. A single-story narrow commercial building was built along the south side of the house c.1930. In 1934 the house was initially condemned for demolition by the city but it remained standing as of 1943. It was replaced by a filling station by 1950 (Dubuque *Telegraph-Herald*, March 4, November 25, 1934).

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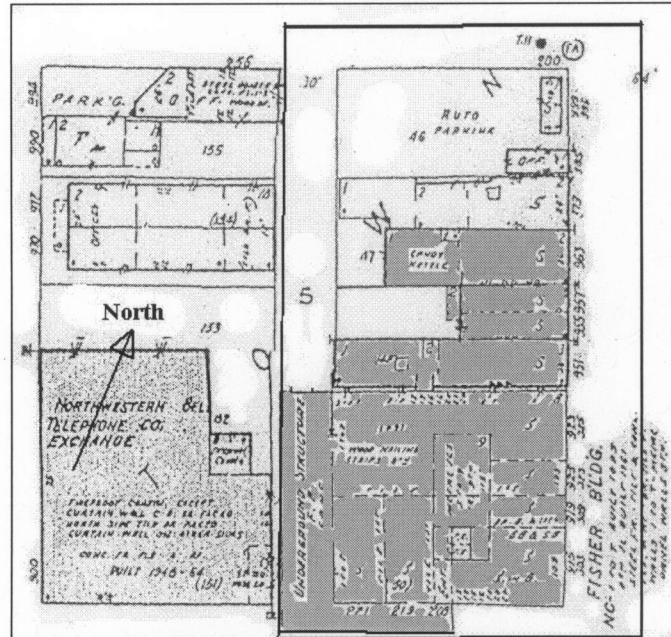


Figure 31: Sanborn fire insurance map Detail, 1962, (shaded buildings are extant and are amended into the district, the dark line delineates the district boundary increase)



Figure 32: c.1956 view northwest along Main Street, looking towards 9<sup>th</sup> Street  
(Loras College, Center For Dubuque History)

Note that the Bank and Insurance Building retains its original cornice and has not gained another floor, while the storefront level has been covered with a slipscreen.

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Dubuque, Iowa

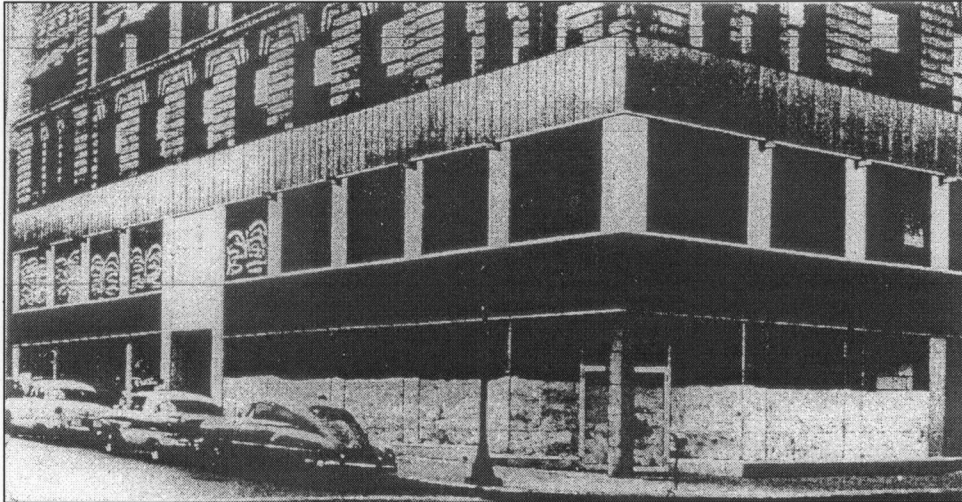


Figure 33: The newly clad lower two stories of 909 Main Street, view northwest  
(Dubuque *Telegraph-Herald*, July 8, 1956)



Figure 34: 1965 fire in the 900's block of Main Street, west side, view south from 9<sup>th</sup> Street  
(Loras College, Center For Dubuque History)

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Upper Main Street Historic District Boundary Increase  
Dubuque, Iowa



Figure 35: c.1977 view northwest, showing 973 Main Street (non-extant)

The Neo-classical façade of the Federal Bank and Trust Company dates to 1914 (datestone in parapet, first city directory listing 1915). It might have been a commercial front placed on the surviving north half of the duplex that survived on this site, but more likely it was all new construction and design. The bank was gone by 1923, and was replaced by the Universal Life Insurance Company. Curiously the Federal Bank and Trust Company relocated to its new high-rise building on the southwest corner of 9th and Main streets in 1923, so it grew quickly. By 1929 it housed a photography shop and during the Great Depression years the Dubuque Thrift Plan, Inc. This building gained a new storefront in 1945 (\$2,000) and was demolished in 1990 (City directories, Building permits).

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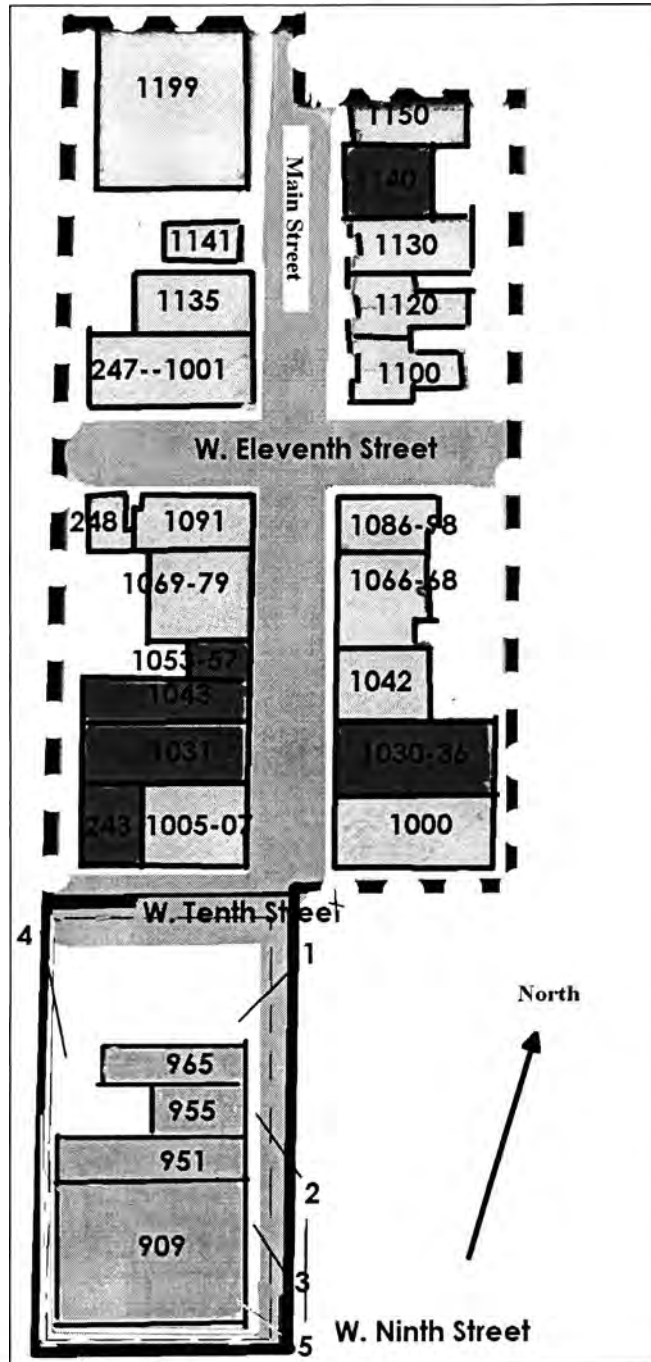


Figure 36: Amended District Map (Jacobsen, 2009)

Dashed line denotes amended addition, dark-shaded buildings are non-contributing

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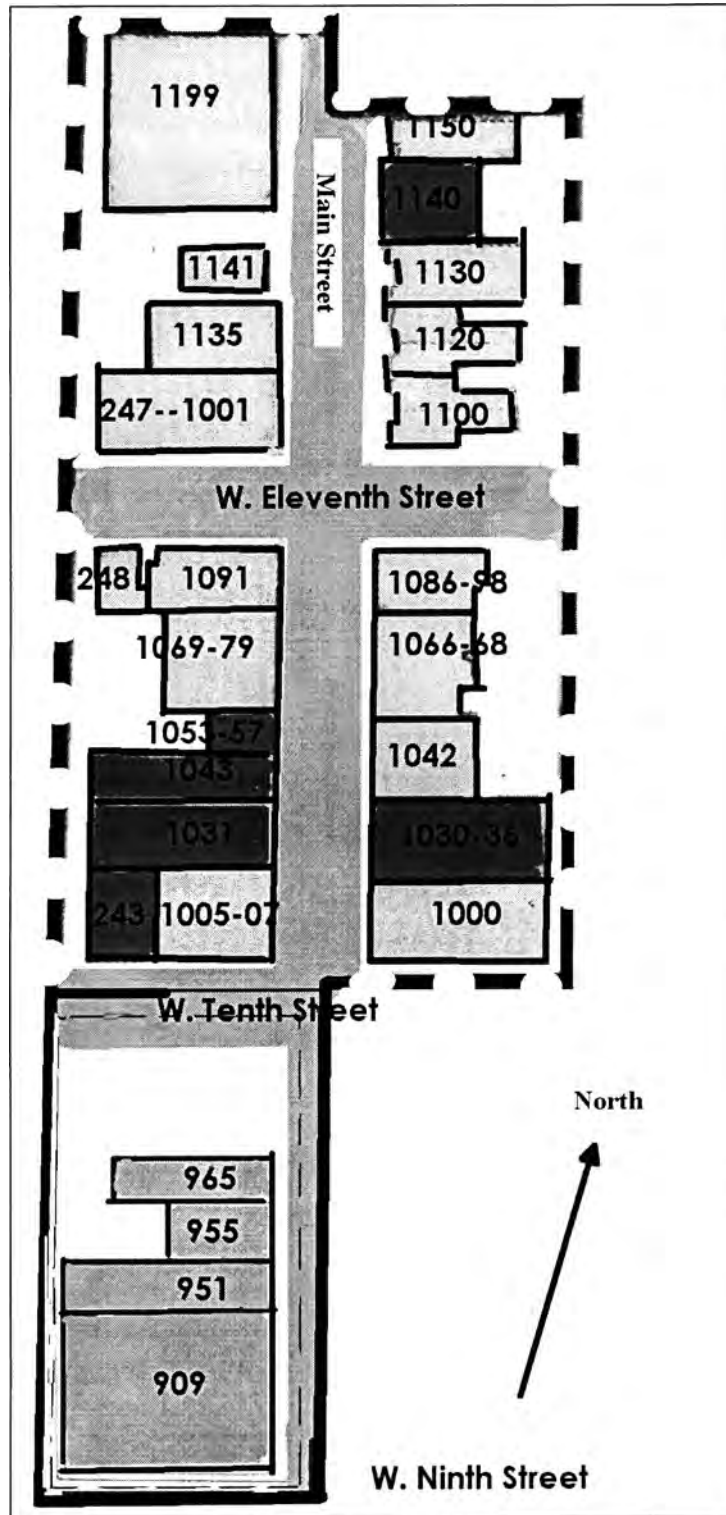


Figure 37: Photo Map (Jacobsen, 2010)

Dashed line denotes amended addition, dark-shaded buildings are non-contributing

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Upper Main Street Historic District (Boundary Increase)  
NAME:

MULTIPLE Dubuque, Iowa MPS  
NAME:

STATE & COUNTY: IOWA, Dubuque

DATE RECEIVED: 12/27/00 DATE OF PENDING LIST: 1.28.11  
DATE OF 16TH DAY: 2.14.11 DATE OF 45TH DAY: 2/11/08  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 11000003

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 2.11.11 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in  
The National Register  
of  
Historic Places**

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



LEASE

WETTER'S  
CHOCOLATES

CHOCOLATES



Amendment Upper Main Street Historic District  
Dubuque County, Iowa

Photo # **1**

9/30/2009 070 79-063213  
32140016 L0C332E 79-063213



Amendment Upper Main Street Historic District  
Dubuque County, Iowa

Photo # 12

9/30/2009 077 79-063213  
32140018 100332E 79-063213



A monument Upper Main Street Historic District  
Dubuque County, Iowa

Photo # ~~1~~ **3**

9/30/2009 073 79-063213  
32140012 L0C33ZE 79-063213



Amendment, Upper Main Street Historic District  
Delaware County, Iowa

Photo # ~~1~~ 4

9/30/2009 002 29-063213  
32130001 100332E 79-063213



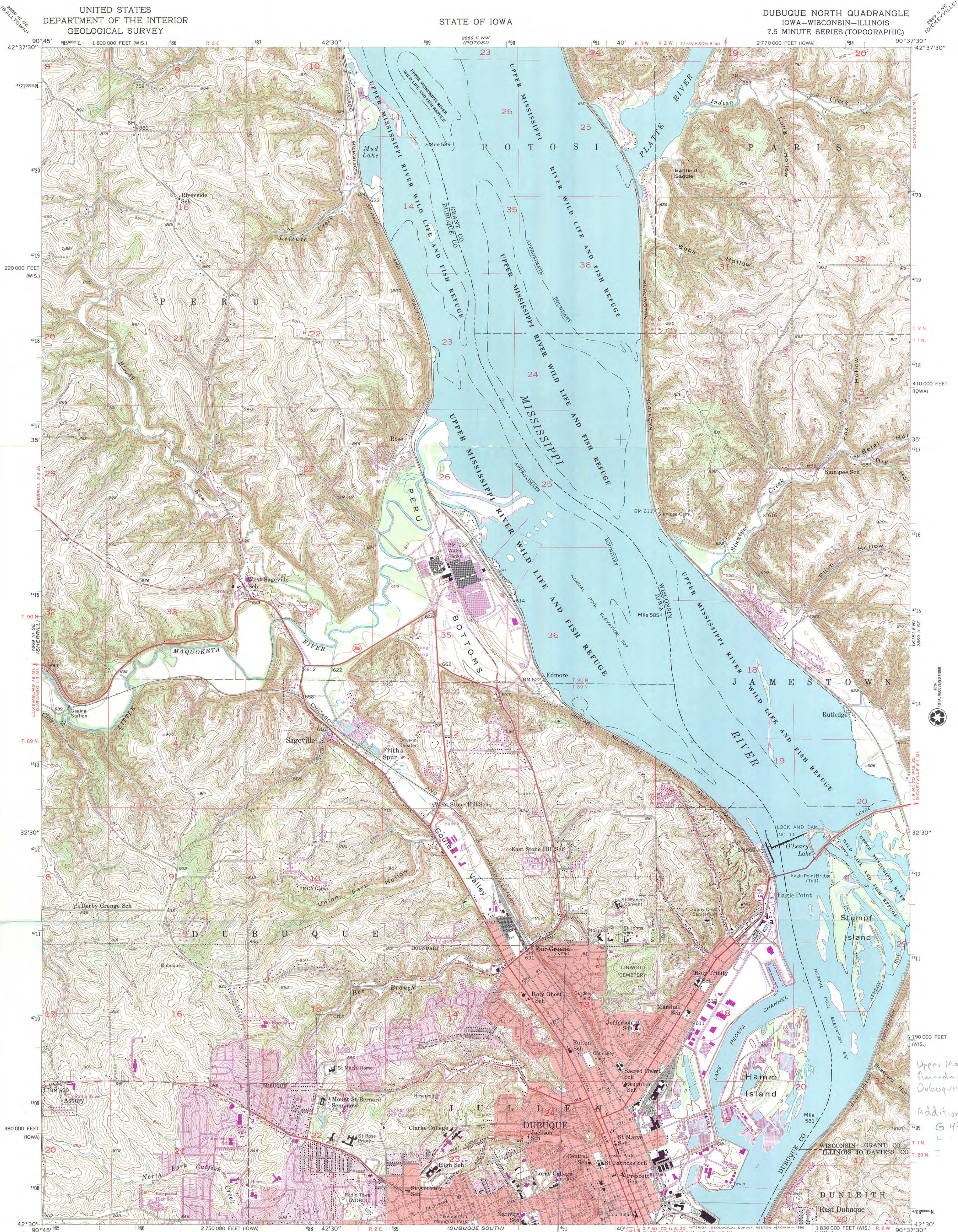
Robinson & Brown Sales, Inc.  
New York



Amendment Upper Main Street Historic District  
Dubuque County, Iowa

Photo # 5

9/30/2009 005 29-063213  
32130002 L0C33ZE 79-063213



Mapped, edited, and published by the Geological Survey  
Control by USGS, USC&GS, and USCE  
Topography from aerial photographs by photogrammetric methods  
and in part by U. S. Corps of Engineers  
Aerial photographs taken 1954. Field check 1956  
Polyconic projection. 1927 North American datum  
10,000-foot grids based on Iowa coordinate system, north zone  
and Wisconsin coordinate system, south zone.  
1000-meter Universal Transverse Mercator grid ticks,  
zone 15, shown in blue  
Red tint indicates area in which only landmark buildings are shown  
Revisions shown in purple compiled from aerial photographs  
taken 1972. This information not field checked  
Purple tint indicates extension of urban areas

Map photoinspired 1978  
No major culture or drainage changes observed

SCALE 1:24,000  
CONTOUR INTERVAL 10 FEET  
DOTTED LINES REPRESENT 5-FOOT CONTOURS  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240.  
WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706.  
AND STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 61801  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION  
Heavy-duty ——— Light-duty ———  
Medium-duty ——— Unimproved dirt ———  
U. S. Route ——— State Route ———

DUBUQUE NORTH, IOWA-WIS.-ILL.  
42090-E6-TF-024  
1956  
PHOTOREVISED 1972  
DMA 7869 II SW-SERIES V876  
PHOTOINSPECTED 1978

5-15531-209-1  
9 780607159233

Upper Main Historic District  
Amendment  
Dubuque County, Iowa  
Additional Data Point  
G 4708140 691599

CLG NATIONAL REGISTER REVIEW

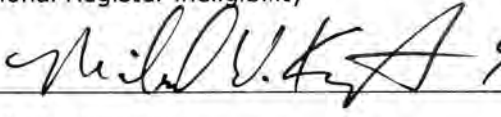
OCT 12 2010

CLG Name Dubuque Date of Public Meeting

Property Name Upper Main Historic District Amendment, 900s-1000s Main Street, Dubuque, Dubuque County

1. For Historic Preservation Commission:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature  Date 9/16/10

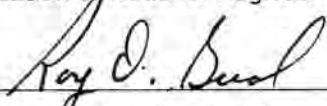
Print Name Michael Knight

Title Chairperson

Reason(s) for recommendation:

2. For Chief Elected Local Official:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature  Date 10/6/10

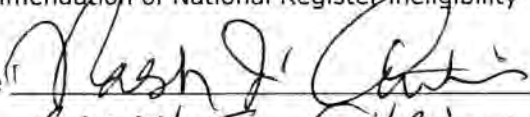
Print Name Roy D. Buol

Title Mayor

Reason(s) for recommendation:

3. Professional Evaluation:

- Recommendation of National Register eligibility
- Recommendation of National Register ineligibility

Signature  Date 10/16/10

Print Name RALPH J. CHRISTIAN

Title SHPO HISTORIAN

Reason(s) for recommendation:

RETURN TO: State Historical Society of Iowa, ATTN: National Register Coordinator, 600 E. Locust, Des Moines, IA 50319

December 22, 2010

Carol Shull, Chief  
National Park Service  
National Register of Historic Places  
1201 Eye Street, N.W.-- 8<sup>th</sup> Floor  
Washington, D.C. 20005

Dear Ms. Shull:

The following National Register nomination(s) are enclosed for your review and listed if acceptable.

- Upper Main Street Historic District (boundary increase), 909, 951, 955, 965 Main Street, Dubuque, Dubuque County, Iowa

Sincerely,



Elizabeth Foster Hill  
Tax Incentive Programs Manager/  
National Register Coordinator