

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED NOV 30 1979

FEB 8 1980

DATE ENTERED

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

East Milwaukee Street Historic District

AND/OR COMMON

LOCATION

N. Parker Dr. and E. Milwaukee St.

STREET & NUMBER

CITY, TOWN

Janesville

VICINITY OF

NOT FOR PUBLICATION

CONGRESSIONAL DISTRICT

Second 12

STATE

Wisconsin

CODE

55

COUNTY

Rock

CODE

105

CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

OWNER OF PROPERTY

NAME

Multiple

STREET & NUMBER

CITY, TOWN

VICINITY OF

STATE

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Rock County Courthouse

STREET & NUMBER

51 South Main Street

CITY, TOWN

Janesville

STATE

Wisconsin 53545

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Rock County Historic Survey

DATE

1975

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

Rock County Historical Society

CITY, TOWN

Janesville

STATE

Wisconsin 53545

7 DESCRIPTION

CONDITION

EXCELLENT
 GOOD
 FAIR

DETERIORATED
 RUINS
 UNEXPOSED

CHECK ONE

UNALTERED
 ALTERED

CHECK ONE

ORIGINAL SITE
 MOVED DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

GENERAL DESCRIPTION

The East Milwaukee Street historic district is a compact area comprising the remaining historic portion of the two blocks on Milwaukee Street which extend east¹ from the primary historic intersection of downtown commercial Janesville at Main and Milwaukee Streets. The grouping is separated from the intersection by the contemporary (1970) six story Helgesen building, which replaced two razed 19th century buildings on Milwaukee Street, at the northeast corner of Milwaukee and Main. The district lies on the north side of East Milwaukee Street and on both sides of the intersection of Milwaukee with North Parker Drive and includes only five buildings, together with the annexes to two of the buildings. Among them are a series of three- and four-story 19th century buildings, three of them built as hotels or boarding houses (the sequence is interrupted by a one-story building which was cut down from two stories in the early 20th century), and a fourth structure built as a factory and showroom for carriages in the 19th century and enlarged by a three story vernacular addition in the early 20th century.

The two hotel buildings to the west (109-111 and 113-117 E. Milwaukee) were originally built in the 1850's with rooming or dwelling units upstairs, and commercial space below. The third, the London Hotel to the east (121 E. Milwaukee), was built in the 1890's with a lobby and restaurant on the first story. This structure faced both the Myers Opera House (1870, 1893, NRHP, razed 1977), across the street on Milwaukee, and the carriage factory across Parker.²

The turreted bay and recessed entrance of the London Hotel, on the northwest corner of Parker Drive, complements the angular corner entrance of the carriage factory on the opposite, northeast corner; both buildings are topped by metal cornices. Plainer buildings were constructed on Parker Drive to the north and in back of each of these corner structures; these are a hotel annex which is reached by an upper story walkway from the hotel and a vernacular factory addition which is adjacent to the carriage works. In addition to being physically attached, these additions match in scale and contribute to their parent buildings and act as buffers to the parking areas and buildings to the north of the district, which would be intrusive if included within the boundaries.

An important early 20th century alteration changed the character, layout and facade of the middle one of the three hotel buildings, now the Peters Block (113-117 E. Milwaukee), although it has continued since that time to offer commercial space on the ground floor and flats upstairs, a use essentially similar to its previous usage. In 1913 the structure was apparently gutted and rebuilt in the interior, with at least one addition to the rear to square the building off, and the number of floors reduced from five to four, but within the same walls. Thus, the bulk and scale of the building remains as it was since the 1850's, when it was one of several impressive four and five story structures clustered within a half block of Janesville's

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<u>Property</u>	<u>Owner Name & Mailing Address</u>
109-111 E. Milwaukee Street	Ambrose P. Ryan Trust c/o Robert Ryan 800 North Washington Street Janesville, WI 53545 Stanley M. Ryan Trust c/o Rock County Savings & Trust Company Attn: Bernard Jeub 2021 Holiday Drive Janesville, WI 53545 Mrs. Stanley M. Ryan 1014 Glen Street Janesville, WI 53545
113-117 E. Milwaukee Street	Robert Kimball 917 Todd Drive Janesville, WI 53545
119 E. Milwaukee Street	Robert J. Coyne 525 East Milwaukee Street Janesville, WI 53545
121-123 E. Milwaukee Street & 11 North Parker Drive	Thomas Forrestal P. O. Box 932 Janesville, WI 53545
201-203 E. Milwaukee Street & 10-16 North Parker Drive	William J. Allan 845 North Marion Street Janesville, WI 53545

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main intersection, at Main and Milwaukee. Of those which were four or five stories in height, it is one of only two remaining which approximate their original height (the others have been demolished or reduced to three or two stories only), with the exception of the nearby Lappin-Hayes Block (1855, 1899 NRHP).

The Peters Block alteration included an entirely new facade in an eclectic style with both Tudor Revival and Prairie School elements; the structure would look quite at home in any of a dozen Chicago neighborhoods. Verticals and horizontals are articulated by bands of variegated brick in a visually pleasing design, which does not combat the 19th century articulation of sills and lintels and cornices of the other buildings. The diapered brick frieze on the one story building in the series also is compatible with the whole. In spite of these early 20th century alterations, the street fronts on Milwaukee and Parker Drive retain a compatibility of scale, brick construction, fenestration and surface treatment, which lends credence to their consideration as a district. The recent loss of the Myers Theater across the street has had the positive effect of opening up a dramatic vista of the facades of these structures across the open spaces of the drive-in banking facility which replaced the theater.

The owners of the Ryan building, 109-111 East Milwaukee, participated in the summer of 1978 in a locally-sponsored "Project Facelift", cleaning the brick and preparing to treat the storefronts in a manner compatible with their upper stories.³ Also, under new ownership, the apartments on the upper floors of the Peters Block are presently undergoing renovation. The London Hotel facade was cleaned and pointed about 1975.

Further economic impetus to the area is expected from the two major projects of Janesville's first Tax Increment Finance District, within which the historic district is located. They are a six-story elderly housing complex with an enclosed atrium, and a multi-level new bank building, both of contemporary design. The bank is one block north of the historic district, and the housing project is a block further north beyond that. The designers and the owners are aware that the new buildings should be compatible with the historic fabric of the neighborhood.⁴ The brick pavement of East Wall Street, one of the few early 20th century brick pavements in the city which remain exposed, will be preserved on the south side of the bank, a block north of the historic district. The alley and backsides of 109-121 East Milwaukee are interesting visually and could make an unusual restored space; however, the alley does not presently figure in T.I.D. plans.

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Though the major projects of the T.I.D. are not visible from the East Milwaukee Street district, upgrading the entire area by the housing and bank project, as well as National Register listing of the East Milwaukee Street and North Main Street historic districts, should further encourage the rehabilitation of these structures by their private owners.

1. Because of the slight angle of the river, which the downtown streets follow, the streets do not run due north, etc., but are described in the abstracts as north, east., etc., for convenience.
2. The Myers Hotel of 1859 on the southeast corner of Main and Milwaukee streets was considered the finest hotel in the city through much of the second half of the 19th century, especially after the Hyatt House on the west side of the river burned in 1867. The Myers Hotel was razed in 1960. Presumably many of the guests who came in connection with theatrical productions used to stay at the Myers, and the London Hotel was built to provide alternative accommodations.
3. "Project Facelift" was financially aided by the National Trust for Historic Preservation, which provided an intern, and by two local charitable funds.
4. The architect for Garden Court, the housing project, is George Shipporeit of Evanston, Illinois, and the architect for the new Merchants and Savings Bank is Kenton Peters of Madison, Wisconsin.

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DEFINITION OF BOUNDARIES

The proposed East Milwaukee Street Historic District may be considered an "island" of historic commercial buildings located in a sea of change; the boundaries are determined by contemporary buildings or parking facilities which surround them.

The boundary description begins at the intersection of a line drawn along the west property line of 109-111 East Milwaukee (Ryan's property) and the south edge of the municipal parking ramp. The boundary then runs southerly along that line drawn along the west property line of 109-111 East Milwaukee to the curb line on the north side of the street. This is the southwestern corner of the district. Immediately west is the contemporary (1970) Helgesen building, not included in the district.

From that point the boundary runs easterly along the north curb line of East Milwaukee Street, across the intersection with North Parker Drive, to a point south of the eastern edge of the former Hodge & Buchholz Carriage Factory (Allan property, 201-203 East Milwaukee). This is the southeastern corner of the district. To the south, west of Parker Drive, are the Rock County National Bank building and drive-in banking facilities, built in 1960 and 1978, on the sites of the razed Myers Hotel and the Myers Opera House (NRHP), respectively. Also south of the district, east of Parker Drive, is a contemporary newspaper plant (1968), which is fronted with a broad sand relief sculpture by Constantino Nivola.

From the southeastern corner of the district the boundary follows a line drawn along the eastern edge of the former Hodge & Buchholz factory northerly to the southeast corner of that building. This structure, built in two or more parts, bears multiple addresses (201-03 East Milwaukee, 14 and 16 North Parker), and is located on all or part of Lots 6 and 7, Block 25, Original Plat. However it has one owner (Allan) and one tax parcel number (#4499), and the boundary follows the varied perimeter of the structure, rather than the property lines, northerly, easterly and northerly to the extreme northeast corner of the building, which marks the northeastern corner of the district.

To the east of the district on Milwaukee Street are two buildings, one a nondescript, flat-fronted, two-story brick building remodeled with a totally new front and used as a carpet and tile shop, and, beyond, a one-story muffler shop. Neither is of historical interest or character. To the east of them, two buildings, a two-story, bracketed frame Victorian commercial building and the cream brick Galbraith stables, the latter of primary historical interest, were razed in the autumn of 1978 for a parking lot.

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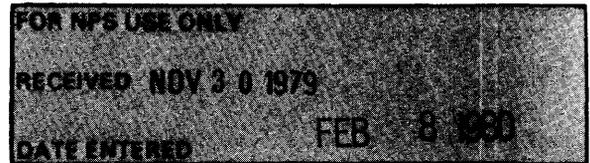
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The north boundary proceeds westerly along the north property line of 16 North Parker Drive, thence southerly along the east side of the street to a point opposite the south edge of the concrete municipal parking ramp, thence westerly along the south edge of said ramp to the point of beginning, which is the northwestern corner of the historic district. Outside the district, to the north of the Allan property, is a 19th century cream brick building used as a furniture store. It is entirely fronted with modern metallic siding and with new display windows and has lost whatever architectural integrity it may have had. To the north of the buildings from 109 to 121-123 East Milwaukee Street, the south edge of the parking ramp serves as an effective north boundary. Although the alley and service areas thereby incorporated have no particular character at the moment, the potential does remain for attractive development of the area as has been done with similar settings in other cities.

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INVENTORY

Intrusions

Because the district is concentrated in such a small area, and is unchanged in the past 50 years, there are no intrusions within the district. However, buildings or structures including a parking ramp, which would be considered intrusive in a district, are just outside its borders and in fact help determine some of the boundaries.

Pivotal Buildings

121-123 E. Milwaukee, The London Hotel

East 38', South 110' of Lot 1, Block 34; original plat of Janesville (includes annex, 11 N. Parker Dr.). Owner: Thomas Forrestal.

The London Hotel, a turreted three story brick building of Queen Anne affinities, was built by Fred Jones, who bought the lot in 1887 and took out a \$6000 mortgage in 1892 to construct the building. It was opened by 1893.

Several years ago it was rehabilitated and cleaned on the exterior to bring out the natural color of the cream brick of the east facade and the red brick and rusticated stone of the south facade. The parapet-like metal cornice and bays were repainted. The southeast corner entrance with its rounded bay and shingled turret helps make the building a strong corner to the block, although a recent alteration to the ground floor windows adversely affects the appearance. The London Hotel is probably eligible architecturally on its own merits to the National Register, as embodying the distinctive characteristics of a period.

An upper story cross-walk leads to a 40' x 60' brick annex of ca. 1910-1913, at 11 North Parker. The annex is a building of little architectural merit and is of contributing significance only.

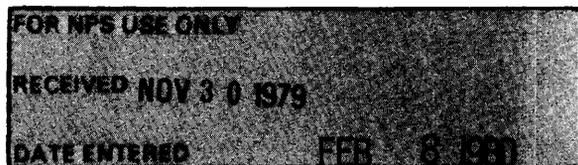
(Souvenir, Janesville Fire Dept., Janesville, 1902.)

201-203 E. Milwaukee, Hodge and Buchholz, or Janesville Carriage Company

West portion of Lot 8, 43' on Milwaukee x 73' on Parker Drive; Lot 6 and west portion of 7 & 8, 173' on Parker Drive; all on Block 25, original plat of Janesville (includes additions, 10-16 N. Parker Dr.). Owner: William J. Allan.

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The Hodge and Buchholz Carriage Works, later known as the Janesville Carriage Company, is a three story brown brick "Commercial Renaissance" building. It features a corner entrance (nicely complementing that of the London Hotel across the street) with (now) a single window at the second and an original double window at the third story. Three bays of paired windows, each under broad brick arched lintels with keystones, appear on the south side between tall two-story engaged brick pilasters. Eight bays of single, arched windows appear on the west. The corner and south side of the building is topped with a metal bracketed "Renaissance" cornice. A simple cornice appears on the west. The simple west frieze was once painted with the company's name, which was removed by 1902. Otherwise there is little alteration to the upper stories since the 1880's, though the ground story exterior was remodeled ca. 1940, when new offices were put into the main and second story.

The vehicle industry in Janesville began in 1844 when a Mr. King began manufacturing carriages; subsequently he took in Robert Hodge as a partner, and later Hodge worked alone. Hodge and Herman Buchholz then formed a partnership to make carriages in 1863. About then, probably, they constructed what was described in 1870 as a two story building, 44 feet on Milwaukee and 70 feet on Bluff (North Parker). Illustrated in the 1873 Rock County Atlas, this structure was replaced before 1888 by the present building. The firm was called Hodge and Buchholz through 1880; by 1884 Herman Buchholz was president of the company which by then was named the Janesville Carriage Company. The company made carriages, omnibuses, buggies, phaetons, carryalls, wagonets (sic), sleighs and circus wagons.

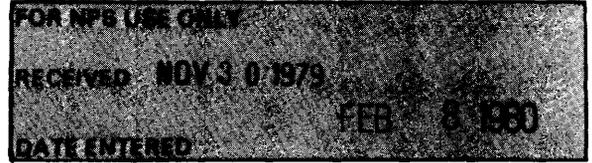
The firm sold out to General Motors Corporation in 1919, and for a short time the Samson engineering department occupied the structure.

The carriage factory was designed as a dignified, bracketed, Victorian commercial building for the manufacture and sale of carriages; however in the early 20th century the building was expanded to the north with round-arched, cream brick vernacular construction. This addition of the building is also three stories high, and is twelve bays (in the sense of window openings) wide. A flat tower, which includes an elevator shaft, appears above the fifth and sixth openings from the north end; the design is asymmetrical. This addition is of contributing significance.

(Janesville Directories, esp. 1870, p. 47 and 1921; Atlas of Rock County, 1873; Wise, Picturesque Janesville Illus., 1888; Souvenir Janesville Fire Dept., Janesville, 1902.)

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Contributing buildings

109-111 and 113-117 E. Milwaukee are of contributing interest, on historic grounds, as two drastically remodeled mid-19th century hotel complexes:

109-111 E. Milwaukee Street

East 35' Lot 8, 12' Lot 1, Block 34. Owners: Ambrose P. Ryan Trust, Stanley M. Ryan Trust and Mrs. Stanley M. Ryan.

The Ryan building is a simplified remodeling of the cream brick Merchants Hotel of ca. 1850-1853. It was renamed the Ogden House ca. 1855. By 1870 the Ogden House not only took in boarders but served meals, including "oysters in any style". Originally a transitional Greek Revival building of 3-1/2 stories, topped by a flat cornice, with tall second and third story windows surmounted by flat lintels, and an attic story with low windows above them, it was remodeled after 1892 with two metal-clad bays, which remain. Later the cornice was removed and the brick continued flush to the roof. Part of the original fenestration appears on the center and west sides of the facade.

In the summer of 1978, the gray paint which had covered the facade was removed, to reveal a cream brick structure with rose brick addition. Recycled cream brick was added to a portion of the first story, as part of its remodeling to be more in character with the stories above. This work on the building, as part of Janesville's "Project Facelift", is being continued in 1979.

(Abstracts; Janesville Directory, 1859, p. 38, 1870, etc.; Wise, Picturesque Janesville Illustrated, 1888; Janesville, Wis. Illustrated, 1892).

113-117 E. Milwaukee Street

Part of Lot 1, 64' beginning 12' east of the west line of Lot 1, Block 34. Owner: Bob Kimball.

The Peters Block is even more severe in its alterations than 109-111. It is presently a four-story brick building, inscribed "Peters, 1913". Tall piers with geometric capitals alternate between triple windows and diamond-patterned spandrels. An ornamental brick frieze appears across the top. The rectilinear pattern of crosses and inlaid squares caused the building to be dubbed "Knights Templar" in design at its

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time of construction; it may be considered an interesting amalgam of Tudor Revival modified by geometric elements of the Prairie School. The building now makes a fitting visual transition between the late Victorian London Hotel at the east corner and the contemporary style Helgesen building at the west end of the block.

From the rear alley, 113-117 appears to be a four story, mid-19th century complex of mixed orange and dull cream brick, which is unified by the appearance of rows of simple segmental arched windows behind the wooden framework of the porches.

The first two stories of the west 20 feet, 113 East Milwaukee, were built by Nelson Hurlbut in 1849; his foundation wall was "sufficient for a four-story superstructure". This building was sold in 1851 to J. M. Riker, who established a saddle and harness shop on the first story. Riker raised the building to five stories in 1855, when Sanford Williams constructed the eastern two-thirds. A "large brick block, five stories high, 60 feet front, and 66 feet deep" was built 1855, for about \$20,000. The upper portion of the double block served as lodging rooms for families. It was called the American House or American Hotel (1884, 1894) through 1911. The related facades were of three and seven bays respectively. Both featured decorated window hoods and bracketed cornices; that on 115-117 included acorn pendants. It is conjectured that the shells of these buildings remained after 1913 when they were remodeled into the 4 story Peters Block.

(Abstracts, Janesville Directories, passim; Janesville Directory, 1859, p. 38; Wise, Picturesque Janesville Illustrated, 1888; Janesville Gazette, Dec. 31, 1913, pp. 13 (illus.), 18.)

119 E. Milwaukee

Part (20') of Lot 1, Block 34. Owner: Robert Coyne.

Frick Printing is a one-story printing office, reduced from a two-story 19th century building ca. 1915, when the front was remodeled in terracotta red brick, with a diaper-patterned frieze and concrete string courses. The interior retains its stamped metal ceiling.

11 North Parker Drive

London Hotel annex: for description, see 121 East Milwaukee. Contributory as linkage to the London Hotel.

FHR-8-300A
(11/78)

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10-16 North Parker Drive

Part of Allan property: additions to 201 East Milwaukee; for description see under 201 East Milwaukee. Contributing as linkage to Janesville Carriage Company.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input checked="" type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1849-1915

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The proposed East Milwaukee Street Historic District is significant on historic and architectural grounds as a remaining historic portion of the corridor of Janesville's commercial district east of the Rock River, which runs easterly on Milwaukee Street a block and a half from Main Street. It is one of three such proposed districts, the other two being the North Main Street (which is being concurrently presented for nomination) and the South Main Street Historic Districts (in preparation) which radiate from the primary historical commercial intersection of Main and Milwaukee Streets. These districts developed in the mid-19th century and continued to grow until the early 20th century. They were one district until recent years when the demolition of a series of significant structures and their partial replacement by a variety of contemporary structures isolated the district into three district segments.

The buildings in the East Milwaukee Street district are historically significant for their association with the commercial growth of Janesville, two of them for their combination of ground story commercial offices and shops with a mid-19th century pattern of boarding or hotel facilities as part of a commercial district, and another segment as part of the transportation industry which has been so important to Janesville. For the former, during the mid 19th century many Janesville businessmen who had recently migrated to the city, or later the sons of those who had established their households, lived many years in downtown hotels or boarding establishments before building private residences. Families also frequently lived over their businesses which were located on the ground stories of the buildings. The third hotel, the last to be built (1892), more generally catered to transient guests. It was located across the street from the popular Myers Opera House (1870, 1893, NRHP, razed 1977) and a block away from the Myers Hotel, which was undoubtedly its strongest competition.

The commercial significance of the transportation industry in Janesville lies secondarily in the harness shops and blacksmith shops which once occupied several of the spaces below the hotels or the land on the northern part of the district, before the present additions were constructed there. The significance of the transportation industry lies primarily, however, with the Hodge and Buchholz (Janesville Carriage) building of ca. 1880. Originally founded in 1844, the firm became Hodge and Buchholz in 1863 and the Janesville Carriage Company in 1884, and was one of two large carriage manufacturers in Janesville in the late 19th century, the other being Wisconsin Carriage on West Milwaukee Street. Janesville Carriage sold out, as did Janesville Machine, the largest of the farm machinery enterprises, which was located on South Franklin Street, to Samson Tractor in 1919. Samson Tractor was brought to Janesville as an arm of General Motors because of Janesville's reputation with horse and farm machinery. Although the tractor business failed dramatically within a few years, it acted as the transition to the manufacture of

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Abstracts, Modern Abstract Office, Janesville.

Brown, Wm. F., ed. Rock County, Chicago: Cooper, 1908, 2 vols.

Douglas and Hartung, Rock County Historic Sites and Buildings. Janesville, 1976, pp. 202-03; 206-09; 211-12.

UTM NOT VERIFIED

10 GEOGRAPHICAL DATA

ACREAGE NOT VERIFIED

ACREAGE OF NOMINATED PROPERTY 1.4

QUADRANGLE NAME Janesville West, Wis.

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 16 | 33,4 | 39,0 | 4,7 | 2,7 | 5,1,0

B 16 | 33,4 | 4,2,0 | 4,7 | 2,7 | 4,5,0

ZONE EASTING

NORTHING

ZONE EASTING

NORTHING

C 16 | 33,0 | 3,4,0 | 4,7 | 2,7 | 4,0,0

D 16 | 33,4 | 3,2,0 | 4,7 | 2,7 | 4,3,0

E [] | [] | [] | [] | [] | []

F [] | [] | [] | [] | [] | []

G [] | [] | [] | [] | [] | []

H [] | [] | [] | [] | [] | []

VERBAL BOUNDARY DESCRIPTION

See Item #7 - Description

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Nancy B. Douglas, National Register Officer

ORGANIZATION

Rock County Historical Society

DATE

February 16, 1979

STREET & NUMBER

P. O. Box 896

TELEPHONE

(608) 756-4509

CITY OR TOWN

Janesville

STATE

Wisconsin 53545

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL X

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Richard Muey

TITLE Director, State Historical Society of Wisconsin

DATE

11/19/79

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

Carol D. Shuck
KEEPER OF THE NATIONAL REGISTER

DATE

2-8-80

ATTEST: *Emma Jane Sisk*
CHIEF OF REGISTRATION

DATE

1/3/80

Regional Coordinator

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

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East Milwaukee Street Historic District, Janesville, Rock County, Wisconsin

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Chevrolet automobiles, for which Janesville now has one of the major assembly plants in the country. The Samson engineering department occupied the old Janesville Carriage works for several years.

The pivotal buildings, Janesville Carriage and the London Hotel, also retain architectural significance because they embody characteristics of a period and type of construction, the Victorian commercial building, expressed with aspects of the Renaissance Revival or Queen Anne styles, respectively, as they were practiced in a growing midwestern city in the late 19th century. The London Hotel is significant as a turreted, rusticated Queen Anne building (1892) and the Janesville Carriage Factory as a metal-corniced and bracketed commercial Renaissance building (ca. 1880). Both are virtually unaltered.

The Merchants-Ogden Hotel is of secondary architectural significance as a somewhat altered but still partly straight-linteled Greek Revival hotel and business block of ca. 1853. To its east, the Peters Block (so-called from the 1913 remodeling of its 1849-55 structure) is of secondary architectural importance as a modified Tudor Revival and Prairie School facade which affords visually an "art-historical" transition between the Victorian buildings around it and the contemporary building to its west, outside of the district. These latter two hotel buildings, however, are of greater historical interest as remnants of mid-19th century commercial development; because of their subsequent alterations, they are considered as contributory buildings to the district. The Merchants-Ogden building is undergoing some "Facelift" cleaning and restoration and rehabilitation of its apartments, which should enhance its intrinsic and its market value.

Though there was little change to the district between World War I and the 1940's, several "modern" remodelings of many of the office fronts took place, though the buildings were relatively unaltered above the first story. An unfulfilled Janesville master plan of 1971 would have destroyed the character of most of the buildings on Milwaukee Street. Due however to the relatively conservative nature of the owners of the buildings, these structures were generally maintained, while historic buildings to their south gave way to a blue-green and metallic layered bank building and a modern newspaper office, as business volume slowly shifted to the new outlying shopping center. On the other hand, urban renewal projects which tended to lay waste entire downtown blocks were avoided in Janesville.

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

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Janesville's first Tax Increment District, within which the East Milwaukee Street Historic District lies, was proposed in 1977 to infuse new money and building into the downtown area through projects such as a new bank building and a housing project one and two blocks, respectively, north of the historic district. By then it was realized that a core of notable Victorian buildings remained in the downtown Janesville area and that the preservation of their character should be an asset to the "center city," since nothing comparable exists in the outlying areas. The East Milwaukee Street Historic District is a compact, clearly defined part of this core.

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History of Rock County, Chicago, 1879.

Janesville City Directories, 1859 - c. 1915.

Map of Rock County, 1858. Atlas, 1873 and 1891.

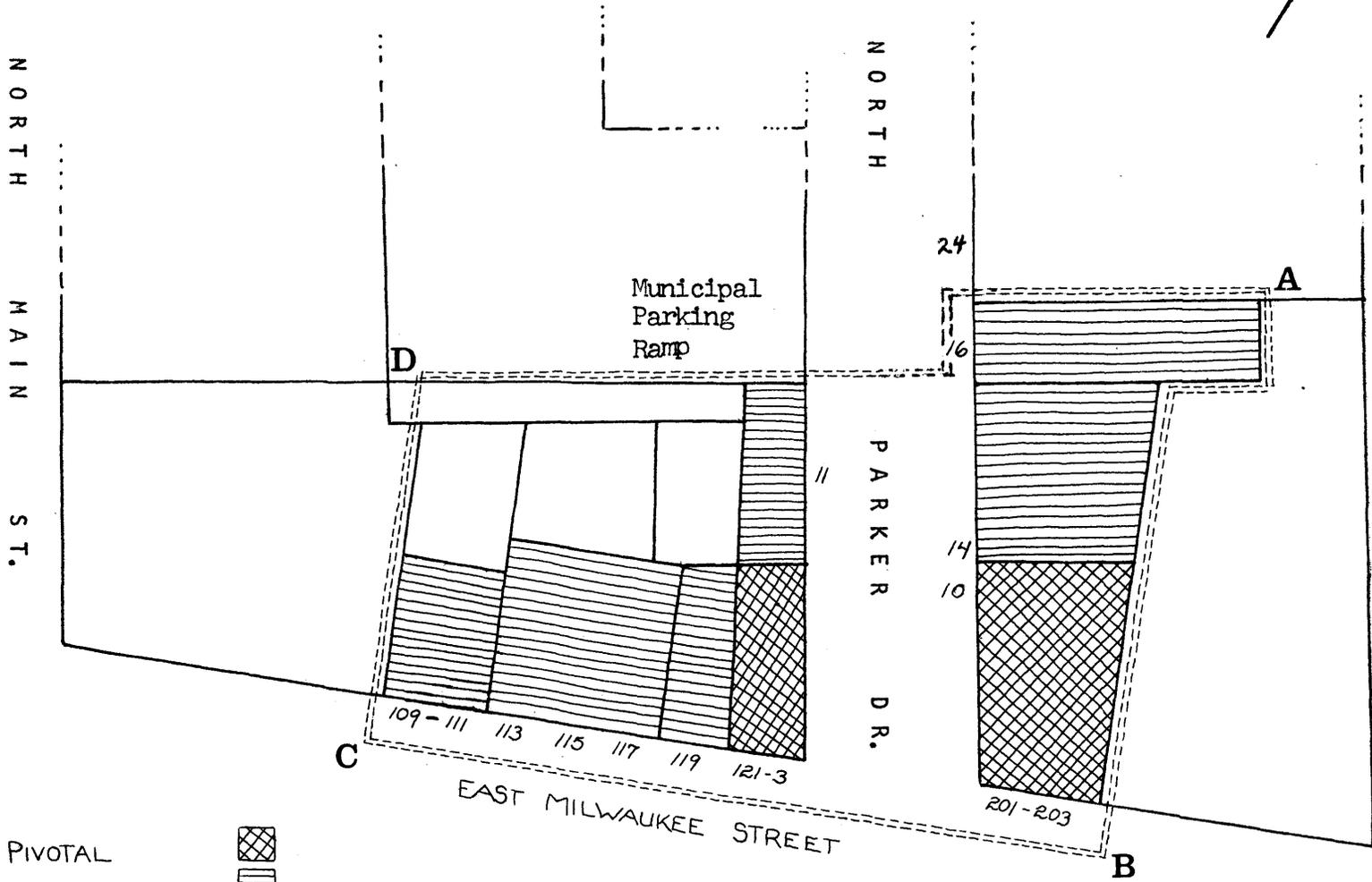
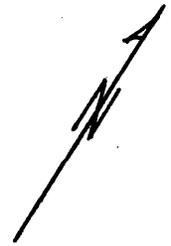
Souvenir, Janesville Fire Department, Janesville, 1902

TIF Project Plan, Janesville: City Planning Dept., 1978

Wise, George, Picturesque Janesville, Illustrated, Janesville, 1888.

Janesville, Wisconsin, Illustrated, Milwaukee: Art Gravure, 1892.

EAST MILWAUKEE STREET HISTORIC DISTRICT JANESVILLE, WISCONSIN



PIVOTAL 
 CONTRIBUTING 
 NOT TO SCALE

NOV 30 1979