



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

NATIONAL REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property  
historic name Merrero Building  
other names/site number \_\_\_\_\_

2. Location  
street & number 111-115 S. Main  not for publication  
city, town Maquoketa  vicinity  
state Iowa code IA county Jackson code 097 zip code 52060

3. Classification  
Ownership of Property:  private,  public-local,  public-State,  public-Federal  
Category of Property:  building(s),  district,  site,  structure,  object  
Number of Resources within Property:  
Contributing: 1  
Noncontributing: \_\_\_\_\_ buildings, \_\_\_\_\_ sites, \_\_\_\_\_ structures, \_\_\_\_\_ objects  
Total: 1 + 0 = 1  
Name of related multiple property listing: Architectural & Historical Resources of Maquoketa, IA  
Number of contributing resources previously listed in the National Register: 0

4. State/Federal Agency Certification  
As the designated authority under the National Historic Preservation Act of 1966, 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.  See continuation sheet.  
David C. [Signature] Date 6/19/91  
Signature of certifying official  
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.  
\_\_\_\_\_  
Signature of commenting or other official Date  
\_\_\_\_\_  
State or Federal agency and bureau

5. National Park Service Certification  
I, hereby, certify that this property is:  
 entered in the National Register. Beth Boland 8/9/91  
 See continuation sheet.  
 determined eligible for the National Register.  See continuation sheet.  
 determined not eligible for the National Register.  
 removed from the National Register.  
 other, (explain:)  
\_\_\_\_\_  
Signature of the Keeper Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Current Functions (enter categories from instructions)

COMMERCIAL/Department Store

COMMERCIAL/Specialty Store

7. Description

Architectural Classification (enter categories from instructions)

Materials (enter categories from instructions)

Late 19th & Early 20th Century American Movements

foundation Limestone
walls Brick
roof Asphalt
other Pressed metal cornice

Describe present and historic physical appearance.

The Merrero Building is a two story triple storefront building located on the east side of Main Street, between Platt and Pleasant. Constructed in 1918, the facade is of white glazed brick and originally it had a marble base below the display windows. The second floor windows are rectangular in shape, double hung with transoms at the top, and are arranged in six pairs across the facade. This paired treatment is common during this period in both commercial and residential design. An unusual feature of the Merrero Building is the use of the wide bracketed metal cornice, complete with finials. This is an old-fashioned element on a building from this date. Historic photographs show this cornice to be part of the original design.

Some alterations have been made to the facade. At the second floor level panels have been placed over the window transoms, giving the appearance that the windows have been altered. This is not true since the panels can be removed. At the street level the prism glass transoms have been covered by signboards, with the transoms remaining in place beneath. The north one-third (Fashion Crossroads) entry has been redesigned with the door to the left side, and new windows. The other two fronts retain the original configuration with central recessed door. Marble panels were originally located below the display windows. Due to breakage and loss of some panels, this lowest level has been covered with new material on each of the three fronts.

Despite alterations, the Merrero Building is an elegant structure along a street of primarily red brick fronts. The size and design of the building, and the richness of the material make it outstanding.

This survey and nomination project focused on the exterior of the buildings with no attempt to evaluate the interiors.

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties:

nationally     statewide     locally

Applicable National Register Criteria     A     B     C     D

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

Areas of Significance (enter categories from instructions)

Period of Significance

Significant Dates

Architecture  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1918  
\_\_\_\_\_  
\_\_\_\_\_

1918  
\_\_\_\_\_  
\_\_\_\_\_

Cultural Affiliation  
N.A.

Significant Person  
N.A.

Architect/Builder  
Unknown

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

The Merrero Building (1918) has significance under Criterion C as an example of early twentieth century commercial design and material.

The Merrero Building replaced an earlier three story building on the site which burned in December 1917. Though there was much discussion in the newspapers about building a whole new building, or rehabilitating what was left of the old one, it appears that a whole new building was constructed. The new Merrero Building was called "one of the handsomest store buildings in eastern Iowa" at the time it was completed. The use of the elegant white glazed brick was unique in the community and added a richness that was unusual for a commercial building. The marble panels below the display windows added to the overall elegance of design. While the building appeared very modern, with the glazed brick, and paired second floor windows, for unknown reasons the bracketed metal Italianate style cornice was added. For whatever reason, it evidently influenced the Taubman Block across the street when it was built the following year, for the Taubman Block also boasts an "old-fashioned" metal cornice. The alterations to this building are not so intrusive that the original character is lost.

It is interesting to note in the historic photo that this large building, with room for three businesses, was constructed without any guarantee of being filled. The photo shows three new, empty, storefronts, each with a big "for rent" sign in the window. There must have been enough growth in the community at that time to justify such expense. Not only were amenities being added to the life of Maquoketans, but Main Street was getting a face-lift, building by building.

See continuation sheet

9. Major Bibliographical References

Maquoketa Excelsior, January 1, 1918, p.3, c.4
March 19, 1918, p.4, c.3
March 22, 1918, p.1, c.2
April 5, 1918, no page "Work has Begun"

Our Magazine, Christmas 1918, p. 19 full page, photo of building with article below "A Modern Business Block of 1918."

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 #

See continuation sheet

Primary location of additional data:

- State historic preservation office
Other State agency
Federal agency
Local government
University
Other

Specify repository:

10. Geographical Data

Acreage of property Less than one acre.

UTM References

A 15 693180 4659830
Zone Easting Northing
C

B
Zone Easting Northing
D

See continuation sheet

Verbal Boundary Description

O.P. Lots 6-7 & 11 Blk 19

Sec 19 T84N R3E

City of Maquoketa

See continuation sheet

Boundary Justification

The boundary includes the lots historically associated with this building.

See continuation sheet

11. Form Prepared By

name/title Molly Myers Naumann, Consultant (515) 682-2743
organization Maquoketa Historic Preservation Comm. date May 1991
street & number City Hall, 201 S. Olive telephone (319) 652-2486
city or town Maquoketa state Iowa zip code 52060