

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received NOV 27 1984
date entered
DEC 27 1984

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic n.a.

and/or common Downtown Historic District

2. Location

Roughly bounded by Broadway, Monroe, Pine, Buffalo and the Sheboygan River

street & number 334-616 and 503-513 Broadway, 638 and 639 Monroe, 101-217 and 106-208 Pine, and 602 Detroit Streets not for publication

city, town Sheboygan Falls n.a. vicinity of

state Wisconsin code 55 county Sheboygan code 117

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input checked="" type="checkbox"/> industrial
	<input checked="" type="checkbox"/> n.a.	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other: vacant

4. Owner of Property

name Multiple Ownership -- please see continuation sheet

street & number n.a.

city, town n.a. vicinity of state n.a.

5. Location of Legal Description

courthouse, registry of deeds, etc. Sheboygan County Courthouse

street & number 615 N. Sixth Street

city, town Sheboygan state Wisconsin 53081

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no

date 1975 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Downtown Sheboygan Falls is a picturesque, compact grouping of commercial and industrial buildings at the falls of the Sheboygan River. The very first mill, Stedman's mill, was located on the east bank right at the falls. Soon other saw, flour and woolen mills sprang up, one just north of Stedman's mill, one directly opposite Stedman's mill on the west bank, and three further north at the "upper falls." A foundry was built in 1846 on the west bank and a tannery in 1855 just north of the foundry. Although the very first general store in town (extant) and an early meeting hall (demolished in 1974) were built on the east bank, the real commercial heart of Sheboygan Falls developed right across the river on the west bank. Unlike the majority of midwestern communities, which tended to distribute their commercial activities along one main street, Sheboygan Falls merchants clustered their shops along two perpendicular streets, Broadway and Pine. Some of the first commercial buildings constructed in the 1840s included Paine's hall and store (203 Pine), Hill's "brick store" (504 Broadway), and Lyman's general store (503 Broadway).

Growth was leisurely, with buildings constructed here and there and other buildings slowly filled in between. New first floor storefronts were sometimes built on old buildings, but seldom were the old demolished to make way for the new. Several frame structures were moved to new locations as brick blocks replaced them. This local frugality resulted in the preservation of more early commercial structures than is usual in Wisconsin communities, and created a pleasant mix of brick and frame buildings in the downtown.

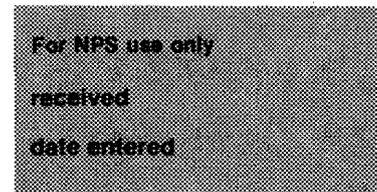
By 1884 (the date of the first Sanborn-Perris maps) downtown Sheboygan Falls had just about assumed its mature form. The sawmill on the west bank had been replaced by Brickner's large woolen mill in 1880. An addition had been built onto the foundry in 1869 and the old frame shacks of the tannery had given way to a large new brick structure in 1880. The boundaries of the combined commercial-industrial core in 1884 were nearly the same as those of the current district (please see map), except that the block bounded by Maple, Monroe, Broadway, and Buffalo was also a mixed commercial-industrial block, with part of the Servis carriage factory complex, a billiard hall, a barber shop, and the Guyett Hotel. Later the Opera House was located here, too. Unfortunately, the block has lost its integrity. A gas station sits on the site of the old hotel, a modern office building replaced the opera house after it burned down. One of the carriage factory buildings remains, but it has been altered so many times that it is nearly unrecognizable.

Except for that block, development after 1884 was still essentially of the in-fill variety. Mill owners added new wings from time to time and a few large impressive business blocks were constructed, such as the Schlichting (202 Pine) and Martin (406-410 Broadway) buildings. A small building boom occurred in the 1920s when three one-story, dark red brick stores were built. The only drastic change in the district came in 1966 when three turn-of-the-century stores were demolished for Evans', a one-story modern variety store.

Today the district contains 37 buildings: 27 constructed for commercial purposes,

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Downtown Historic District, Sheboygan Falls, Wisconsin
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334 Broadway Pivotal

Stern Realty Co., Inc.
421 Clement Ave.
Sheboygan, WI 53081

404 Broadway Pivotal

Walter and Dorothy Traas
404 Broadway
Sheboygan Falls, WI 53085

406-410 Broadway Contributing

Franklin House, Inc., c/o Robt. Koene
406 Broadway
Sheboygan Falls, WI 53085

412 Broadway Contributing

Donald P. and Ethyle Hinkes
412 Broadway
Sheboygan Falls, WI 53085

414 Broadway Contributing

Arthur and Sue Dulmes
414 Broadway
Sheboygan Falls, WI 53085

416 Broadway Contributing

Allan D. and Sharon A. Willadsen
418 Broadway
Sheboygan Falls, WI 53085

420 Broadway Pivotal

Allan and Sharon A. Willadsen
418 Broadway
Sheboygan Falls, WI 53085

504 Broadway Pivotal

Robert S. Johanson
Wisconsin Newspress, Inc.
634 Fairview
Plymouth, WI 53073

506 Broadway Non-Contributing

Phyllis M. Kielisch
515 Shady Lane
Sheboygan, WI 53081

rear 506 Broadway Pivotal

Phyllis M. Kielisch
515 Shady Lane
Sheboygan, WI 53081

512-514 Broadway Pivotal

Rosemary Z. Miley
207 Fond du Lac Avenue
Sheboygan Falls, WI 53085

600 Broadway Pivotal

Gerald and Judith Selk
Route 2
Sheboygan Falls, WI 53085

503 Broadway Main Block Contributing
Small rear addition Non-cont.

D. J. Buehler, President
Buehler Furniture, Inc.
503 Broadway
Sheboygan Falls, WI 53085

507 Broadway Pivotal

Roger W. Miller
1219 Huron Ave.
Sheboygan, WI 53081

509-511 Broadway Pivotal

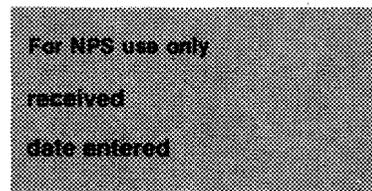
Estelle E. Pfeifer
2000 S. Ocean Drive
Fort Lauderdale, FL 33316

513 Broadway Pivotal

Leona Dern
4206 S. 13th St.
Sheboygan, WI 53081

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602 Detroit Street Pivotal

Gerald and Sandra Marusich
608 Detroit St.
Sheboygan Falls, WI 53085

202 Pine Street Pivotal

J. Richardson, Jr.
202 Pine Street
Sheboygan Falls, WI 53085

638 Monroe Street East wing pivotal
West wing Non-cont.

Janet A. Mauer
174 York Street
Sheboygan Falls, WI 53085

208 Pine Street Pivotal

Falls Savings and Loan Assn.
c/o Mr. Louis Weisse
208 Pine Street
Sheboygan Falls, WI 53085

639 Monroe Street Pivotal

Myrtle F. Feldmann
522 West Riverbend Drive
Plymouth, WI 53093

continued on page 3

106-108 Pine Street Contributing

Lester C. Weisse
159 York Street
Sheboygan Falls, WI 53085

112 Pine Street Contributing

Marvin and Mary Foster
Route 2
Sheboygan, WI 53081

118 Pine Street Main Bldg. Contr.
Garage Non-contr.

Mr. Gartzke
The Lassed Knight, Inc.
118 Pine Street
Sheboygan Falls, WI 53085

124-124A Pine St. Main block Pivotal
East sect. non-contr.

Warren Eigenberger, Pres.
The Villager, Inc.
124 Pine Street
Sheboygan Falls, WI 53085

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101 Pine Street Main Block Pivotal
West addn. Non-contr.

James and Cynthia Roberts
182 York Street
Sheboygan Falls, WI 53085

217 Pine Street Pivotal

Harvey and Ruth Fasse
231 Crestwood Drive
Sheboygan Falls, WI 53085

105 Pine Street Contributing

Lee and Melissa Geisthardt
103 Pine Street
Sheboygan Falls, WI 53085

107 Pine Street Contributing

Carl and Anneliese Kettleson
227 Main St.
Cedar Grove, WI 53015

111 Pine Street Non-contributing

Robert and Mary Cronen
P. O. Box 876
Sheboygan, WI 53081

117 Pine Street Non-contributing

Ed and Debby Evanoff
Evanoff's 5¢-\$1.00 Stores, Inc.
554 Lynwood Drive
Sheboygan Falls, WI 53085

203 Pine Street Pivotal

Patrick A. Fitzgerald
408 Fond du Lac Avenue
Sheboygan Falls, WI 53085

215 Pine Street Pivotal

Harvey and Ruth Fasse
231 Crestwood Drive
Sheboygan Falls, WI 53085

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five industrial structures, two offices for industrial plants (now commercial), one doctor's office, one small garage and an old brick barn. Two-thirds of the buildings are two-stories high; the others are one story except for the large woolen mill and tannery. Eighty per cent were built before World War I. About half are cream brick, including the large woolen mill and tannery, one-fourth are wood frame and about 10% are red brick. The highest percentage (34%) of buildings remaining are in the Italianate style. Bracketed cornices, segmentally arched windows, and corbelled brick trim are characteristic of the style in Sheboygan Falls. The next highest percentage (13%) are Queen Anne, featuring corner towers, orielled bays and eclectic details. 1920s Mediterranean revival, 1910s-1920s commercial style and 1840s Greek Revival are also represented (8% each).

Because of its unusual non-linear layout, downtown Sheboygan Falls is particularly picturesque. The mills create an imposing backdrop for the smaller commercial buildings. On Pine Street, the Brickner Woolen Mills on the east close the vista, creating a dense urban texture that contrasts pleasingly with the small town commercial structures. The details, such as bay windows, fancy metal window hoods, prism glass, lines of dentils and softly weathered brick add to the visual interest.

Preservation Activities

Sheboygan Falls' citizens and the Chamber of Commerce have been very interested in historic preservation for some time. In 1975-1977 the Ad Hoc Downtown Preservation Committee, with assistance from the National Trust for Historic Preservation, retained a preservation consulting group to prepare a "downtown preservation plan." Although the plan elicited much comment, it did not immediately inspire renovation activities. Recently, one of the plan's major proponents, Joseph Richardson, Jr. purchased the old Schlichting block. He removed its 1950s supermarket storefront, restored the front using old photographs, and renovated the entire building as a hardware store and corporate meeting rooms. Chamber president Mil Geishardt noted recently that "Richardson fixing the Schlichting building has created an impetus for other businesses to fix their buildings." Three merchants are now talking about renovating altered storefronts and the 1966 Evans' variety store may soon be rebuilt in a character more compatible with the rest of the district.

The preservation committee is now raising funds to construct a scale model of the downtown to enable merchants to visualize what the area could look like after historically sensitive rehabilitation.

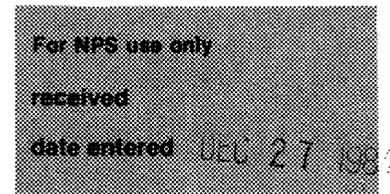
Archeological Potential

Before white settlement the site of Sheboygan Falls was an Indian village. Since

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then, extensive development has occurred throughout the district. It is unlikely, therefore, that significant prehistoric sites remain within the boundaries of the district.

Definition of pivotal, contributing, and non-contributing buildings

Buildings are defined as pivotal for two reasons. Some have historical significance for their connection with an important business or industry. Others are architecturally significant as visual landmarks or as fine, relatively intact examples of 19th or early 20th century craftsmanship. Contributing buildings are of the same materials, height, scale, setback, proportions, and/or rhythmic expressions as the other buildings in the district. Non-contributing buildings include the following: one relatively recent addition to an older, contributing building, four buildings that have been so altered that they add nothing to the character of the district, one small brick garage and one recently constructed commercial building.

A description of each pivotal building follows on the next continuation sheet. Dates of construction and original owner information for the buildings within the district were ascertained by a complete search of local newspapers. Direct references for the construction of nearly every building in the district were found in newspapers listed in the bibliography. Tax records were used to verify the newspaper information.

¹Sheboygan Falls News, Sept. 14, 1983.

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Descriptions of Pivotal Buildings

334 Broadway Street

Charles S. Weisse Co., tannery and offices. The original, north half of the tannery was built in 1880 by local contractors Wachter and Spittel. The south section was added in 1897, the powerhouse in 1898, and the leach house in 1899. After a disastrous fire in 1919 the tannery was rebuilt to the old design. It is a large, cream brick, load-bearing industrial building. The north half is three-stories high with a gable roof and applied pilasters, the addition is four-stories, with a flat roof. The brick and stone leach house is three stories; the powerhouse is one-story high. The office was built in 1915. It is a two-story brick commercial type building with four two-story pilasters, doubled windows, a hood over the door, and a simple rectangular parapet.

404 Broadway

Benedict and Co., carriage and sleigh manufacturer, showroom and paint shop. Built in 1873, this two-story cream brick Victorian commercial block has five round-arched windows on the second story. Stilted arches have keystones and the building cornice is decorated with sawtooth bricks. The first floor was originally composed of five large, round-arched openings, but the storefront was altered before 1950.

420 Broadway

Martha Whipple Music Store. This two-story frame corner building with a gabled roof was constructed as a one-story commercial structure in 1877. The rear wing was added in 1878 and a second floor added in 1892, giving the building its current appearance. The false front has a triangular parapet and an oriel polygonal tower accents the corner. The Monroe St. side features an oriel bay window and Stick-Style-like vertical and horizontal boards trim the clapboard exterior. The first floor was altered before 1953 but retains its basic original storefront configuration. This building is pivotal in the district because of its prominent corner location and late Victorian details.

504 Broadway

The Lewis P. Hill Building, known historically as "the Brick Store." Built in 1848-1849, this two-story brick hipped-roof building has three double-hung windows on the second floor. Denticulated and bracketed cornices decorate the first and second floors. The first floor windows openings were partially bricked in before 1924.

rear 506 Broadway

Brickner Woolen Mills Warehouse. Built in 1882, this large, two-story warehouse

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structure of cream brick has applied pilasters and segmentally-arched windows, with fancy brickwork on the corners.

512-514 Broadway

J. W. Smith Building, meat market and post office. Built in 1880 by mason A. Wachter, this two-story brick Victorian commercial building occupies a prominent corner in the district. Seven double-hung windows on the second story have elaborate metal window hoods with detailed foliate designs. The parapet is segmentally arched and the cornice has metal brackets. The metalwork was crafted by Hildebrand and Hilpertshauser of Sheboygan. Decorative brickwork trims the front and a corbelled cornice on the side of the building. The south side has a frame oriel bay window and a wooden stair leading to the second floor. A metal cornice trims the double storefront which was veneered in fake stone in the late 1950s. The basic original configuration was retained, however, and the early twentieth century prism glass transoms may still remain. This prominent corner landmark is the finest architectural design in downtown Sheboygan Falls. The building was called "the handsomest store building in the village" in 1880. The very elaborate decorative metal window hoods and cornices and fancy brickwork are combined into a particularly well-integrated design for the period and style. The decorative cornice caused much comment when it was installed. The fake stone on the storefronts detract from the appearance of the building but could easily be removed.

600 Broadway

Brickner Woolen Mills office and warehouse. Built in 1882, this building was enlarged substantially in 1897. The original office is two-stories high, of cream brick with segmental arches and a sawtooth brick beltcourse at the impost. The decorative brick cornice is elaborate but in low relief. Applied brick pilasters trim the north side with flat-arched windows added at a later date. The south addition duplicates the appearance of the original section, but with four windows on the second floor. Both storefronts are now composed of modern metal and glass.

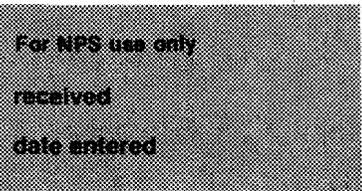
507 Broadway

William Sully's Dry Goods Store, built in 1878, and the Rex Candy Shop, added in 1915. The main, or southern, section of this building is a two-story brick structure with three double-hung windows under elaborate Victorian window hoods.

The cornice is bracketed and panelled. The ten foot wide addition features a simple oriel bay window on the second floor. The first floor was completely remodelled as a bank in the 1920s and altered again in recent times with metal panels and plate glass windows. This building is pivotal in the district because of its fine Victorian details and matches the design of the buildings next door at 509-511 and 513 Broadway.

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509-511 Broadway

William Thiemann Grocery Store and E. P. Bryant Drug Store. This two-story brick Victorian commercial block was fancy, heavily molded hoods over six two story double-hung windows was constructed in 1878. A bracketed cornice extends over the maroon structural glass storefront added before 1953. Along with 507 and 513 Broadway, this building is considered pivotal for its fine Victorian details.

513 Broadway

Joseph Osthelder Saloon. Built in 1878 at the same time as 507-511 Broadway, this two-story cream brick Victorian building is located on the main corner of the historic district. It matches 507-511 Broadway in design, but also features an original storefront with cast iron columns and ca. 1915 prism glass transoms.

602 Detroit Street

Dr. Charles W. Pfeifer Office. This one-story frame Queen Anne cottage was constructed in 1894. It has an intersecting gable roof, bargeboards, large picture windows in each gable end with stained glass transoms. The corner porch has a spindled apron. This tiny building is in excellent original condition and is an unusual example of a small town physician's office from the 19th century.

638 Monroe Street

Phoenix Iron Works. Built either in 1850 or 1869, this one-story brick load-bearing structure had a flat roof which has been replaced by a shed roof. No visible reminder is left of the history of this section of the foundry and it is considered to be non-contributing. The 1898 addition, however, is relatively intact, with a stone basement, segmentally arched windows and a simple denticulated cornice. This two-story addition is of brick load-bearing construction.

639 Monroe Street

Brickner Woolen Mills. This large woolen mill constructed in 1880 is three stories high with a shed roof, brick pilasters and segmentally arched windows. A large 1884 addition in the same design extended the building to the north and a similar extension was added to the south in 1920. At the southernmost end is a one-story, cream brick dye house with a gable roof. A five-story tower with a tin mansard roof is a focal point of the complex. The stone basement was built on the bedrock exposed by the river.

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106-108 Pine Street

J. Osthelder and Co. Grocery Store. This two-story cream brick building constructed in 1890 has four double-hung windows with stilted arches, a beltcourse and a heavily corbelled cornice. The first floor was altered with a shingled mansard canopy before 1953. This building is considered pivotal because of its prominent corner location and relatively intact Victorian design.

124 Pine Street

William Wolf Saloon and Barn. Built in 1891 this two-story Queen Anne brick veneered building has two double-hung windows on the front with decorative brick panels above. The corner oriel tower of wood with a bell cap roof has Germanic, half-timber like designs. A side bay is shallow and rectangular with a triangular pediment and more half-timber decoration. A cantilevered side porch at the second floor has a spindled apron, but the original stairway down to the sidewalk is gone. The first floor storefront was originally trimmed with bevelled and leaded glass transoms, but was recently altered with colonial windows and a shingled canopy. This building, with its corner tower, is a visual landmark in the district. Behind it is a brick barn with a shallow-pitched gable roof and a sawtooth brick cornice with returned eaves. The original barn on this site was destroyed by fire in 1891 and rebuilt, which may account for its old-fashioned Greek Revival style.

202 Pine Street

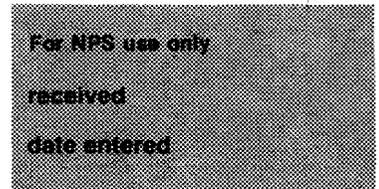
Henry Schlichting Grocery and Dry Goods Store. Built in 1895, this two-story cream brick building is architecturally significant as a fine example of the late Queen Anne style, with neo-classical details. A polygonal bay and round corner tower on the front are of galvanized metal; two round-arched windows and swag ornaments further embellish the front and the roofline is crowned by a neo-classical balustrade. The storefront was remodeled in a modern supermarket style in 1956 but in 1983 it was restored to its original appearance.

208 Pine Street

Henry Schlichting General Merchandise Store. This two-story brick commercial block with a central segmental pediment on its metal cornice was constructed in 1878. The design of the segmental pediment is echoed on each of the three second floor metal window hoods. The first floor retains its original storefront configuration, but in modern materials. An outside stair to the second floor on the east side was added in 1897. The fine Victorian details on this building make it a pivotal structure in the district.

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101 Pine Street

John Never, Custom Tailor and Clothing Shop. A. Wachter was the mason for this two-story cream brick corner building constructed in 1882. The building features brick corbels, a bracketed cornice with a triangular parapet,, and decorative hoods over three second story windows. On the side, the second story windows have segmental arches with molded brick trim. The first floor is much altered, with clapboard siding, a large triangular pediment, and a canopy on the side of the building over modern picture windows. A one-story wing was added to the west after 1953. This building is architecturally significant for its major corner location and elaborate brick and metal details.

203 Pine Street

Paine Hall and Store. This two-story frame Greek Revival building was probably built sometime between 1848 and 1851. It has returned eaves, a gable roof and three double-hung windows on the second story. The first floor retains the basic configuration of an 1882 storefront remodelling, but a shingled canopy was added in the 1970s. An outside stair to the second floor hall rises along the west side. In the rear is an attached two-story house, also frame, with a porch across the front.

215 Pine Street

Grove's Store. Built before 1859, this two-story, frame, Greek Revival building has a heavy cornice, returned eaves and a gable roof. The storefront dates to an 1897 remodelling. Small frame additions extend to the east and rear.

217 Pine Street

James J. Robbins building. Used at first as a millinery store, this 1889 frame building is two-stories high with a gable roof and a false front. It has three windows with triangular moldings on the second floor front and a bracketed cornice over the boarded-up first floor. Windows on the right side have been blocked up with clapboards. In 1905 this building was moved to the east a few feet to create a larger lawn for Dr. Pfeifer's house and office. Despite the recent boarding-up of the storefront, this building is a relatively intact example of a vernacular frame 19th century commercial building.

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Inventory of Buildings, Downtown Historic District, Sheboygan Falls

<u>Address</u>	<u>Original Name and Use</u>	<u>Date of Constr.</u>
334 Broadway	Charles Weisse Tannery and Offices	1880 with addns.
404 Broadway	Benedict and Co., carriage and sleigh manufacturing, showroom and paintshop	1873
406-410 Broadway	Fred Martin Bldg., hardware and Post Office	1917
412 Broadway	C. Ernst Limpricht, harness shop	1868, new front in 1898
414 Broadway	Guyett Tonsorial Parlor	1887
416 Broadway	John Never Home and Tailor Shop	1868; moved 1897; storefront 1915
420 Broadway	Martha Whipple Music Store	1877; addn. 1878; second floor 1892
503 Broadway	Lyman General Store	1845-1849; altered 1883
504 Broadway	Lewis P. Hill general store	1848-1849
506 Broadway	Scott and Gay Bldg., grocery and hardware	1877
rear 506 Broadway	Brickner Woolen Mills warehouse	1882
507 Broadway	Wm. Sully dry goods Rex Candy Shop (addition)	1878 1915
509-511 Broadway	Wm. Thiemann grocery E. P. Bryant drug store	1878; storefront 1916
512-514 Broadway	J. W. Smith Building, meat and post office	1880
513 Broadway	Joseph Osthelder Saloon	1878
600 Broadway	Brickner Woolen Mills office & warehouse	1882; addn. 1897
602 Detroit	Dr. Pfeifer office	1894
638 Monroe	Phoenix Iron Works	1850 or 1869; addn. 1898

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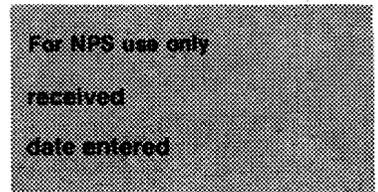
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639 Monroe St.	Brickner Woolen Mills	1879-1880 with additions
101 Pine	John Never tailor shop and clothing shop	1882
105 Pine	Odd Fellows Hall	1879; storefront 1916
106-108 Pine	J. Osthelder and Co. grocery store	1890
107 Pine	Boldt Drug Store	1928
111 Pine	unknown original use, commercial building	pre-1869
112 Pine	Wm. Sully dry goods and grocery	1871; storefront 1918
117 Pine	Evans Variety Store	1966; altered 1983
118 Pine	Al Gutsch soft drink parlor	1893; remodelled 1927
124-124A Pine	Wm. Wolf Saloon Tenn commercial building brick barn	1891 1928 1894
202 Pine	Henry Schlichting grocery and dry goods	1895; restored 1983
203 Pine	Paine Hall and store	probably 1848-1851; storefront 1882
208 Pine	Schlichting general merchandise	1878
215 Pine	Grove's Store	pre-1859; storefront 1897
217 Pine	James J. Robbins Bldg., millinery store	1889

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1835 - 1928¹ **Builder/Architect** n.a.

Statement of Significance (in one paragraph)

Sheboygan Falls is a unique and picturesque community. Large 19th century industrial structures and smaller 19th and early 20th century commercial buildings are concentrated in a small downtown area at the falls of the Sheboygan River. Very old frame stores from pioneer days and 20th century business blocks stand side by side. The unusually diverse commercial district was the trading and industrial center for the community and its outlying farmlands.

Several cream brick Italianate and Queen Anne blocks retain their elegant details, and many of the largest buildings in the district were constructed by locally significant mason, Adolph Wachter.

Commerce and Historical Background

In 1835 an adventurous Massachusetts man, Silas Stedman, was exploring the country along the Sheboygan River when he heard the sound of falling waters. Descending a steep slope through thick brush he saw the waters of the Sheboygan River dashing down a rocky outcropping. Recognizing it as the perfect site for a town, he formed a partnership with other pioneer land investors, and bought the land the following November in Green Bay. The following spring, Stedman contracted for a sawmill to be built on his land at the falls. When he arrived in June, 1836 with his family, however, the sawmill was not yet constructed. Stedman settled his family and undertook immediately to make sure the sawmill was constructed to take advantage of the anticipated rush to clear land for farms. He platted his paper town in 1837, and named it "Rochester." But Stedman's community grew very slowly. Seven years after he arrived only four families lived in Rochester. In 1846 the fledgling town was replatted by Stedman, David Giddings, B. C. Trowbridge and Albert Rounsville giving birth to the street configuration that exists today.

By 1849 the town had experienced a small boom. The frontier town at that time boasted of three sawmills, a fanning mill manufactory, two flour mills, and an iron foundry (later Phoenix Iron Works at 638 Monroe). Commercial buildings included Hill's brick store (504 Broadway), Paine's hall and store (203 Pine), and Lyman's general store (503 Broadway). Most of the outlying land by that time had been taken up by German families, who carved their new farms out of dense hardwood forests. In 1850, the town of 700 souls was renamed "Sheboygan Falls" by the U. S. Post Office.

Colonel Stedman's original mill on the east bank of the river was the birthplace of many early industries in Sheboygan Falls. A Mr. Quinlan started a rake manufactory in the mill in 1859. After the mill washed away in the flood of 1883, the rake firm rented the building still extant at 503 Broadway before removing to Sheboygan in 1884.

9. Major Bibliographical References

Please see continuation sheet.

10. Geographical Data

Acreege of nominated property approximately 6.5 acres

Quadrangle name Sheboygan Falls, Wisconsin

Quadrangle scale 1:24000

UTM References

A	1 6	4 3 4 6 8 0	4 8 4 1 9 9 5
	Zone	Easting	Northing

B	1 6	4 3 4 7 7 5	4 8 4 1 7 4 0
	Zone	Easting	Northing

C	1 6	4 3 4 4 4 5	4 8 4 1 6 7 0
---	-----	-------------	---------------

D	1 6	4 3 4 5 8 0	4 8 4 1 8 0 0
---	-----	-------------	---------------

E	1 6	4 3 4 6 7 5	4 8 4 1 8 3 0
---	-----	-------------	---------------

F	1 6	4 3 4 6 2 0	4 8 4 1 9 6 0
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G			
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H			
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Verbal boundary description and justification

Please see continuation sheet.

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 Rose M. Rumpff and Katherine H. Rankin, consultant

for the Sheboygan Falls Downtown

organization Preservation Committee

date November 13, 1983

street & number 1109 Sherman Avenue

telephone 608-256-2905

city or town Madison

state Wisconsin 53703

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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 

title DIRECTOR OF HISTORIC PRESERVATION

date NOVEMBER 21, 1984

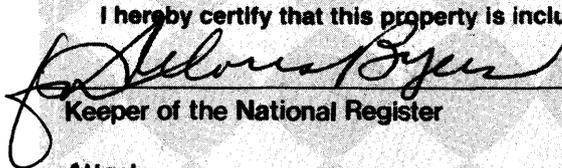
For NPS use only

I hereby certify that this property is included in the National Register

Entered in the
National Register

date

12/27/84


Keeper of the National Register

Attest:

date

Chief of Registration

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The Brickner Woolen Mill started in 1861 as a small carding mill in Stedman's building. Other industries still thriving in near-by Sheboygan started there also. Unfortunately, Stedman's historic old mill washed away in the flood of 1883.

By the late 19th century most of the timber had been cut off the surrounding lands; the local sawmills quieted as milling operators moved to wooded territories further north. One important local sawmill, located west of town, J. Richardson and Sons, remained successful in its original location by shifting its emphasis to the manufacture of lath and furniture. The tannery, begun in 1855 and purchased in 1866 by C. S. Weisse (see 334 Broadway), continued to thrive despite its continuous need for bark. Other important local industries included a small woolen mill that made shawls exclusively (plant now occupied by Bemis Mfg. Co. north of the district on Broadway), and a brewery owned by the Osthelder family (gone, see 513 Broadway for the family's saloon).

Meanwhile, merchants downtown sold their wares to workers at the mills and factories, and to dairy farmers from the surrounding territories. Due to stiff competition from Sheboygan, only a few miles to the east, mercantile establishments in Sheboygan Falls tended to be small, but not unsuccessful. Groceries, meats, dry goods, prescription drugs, boots and shoes, ice cream and alcoholic beverages were the major lines of items sold. Photography, medicine, wagon repair and hair cutting were the busiest services. Several small hotels catered to visiting farmers, and two tiny banks met the financial needs of town and rural folk alike (see 504 and 507 Broadway). Dean's furniture store and Blust's meat market were two firms, however, that managed to compete for customers with the largest enterprises in the county.

Throughout the nineteenth and early 20th centuries, the unusually fine waterpower of the Falls created a steady economic base for a town which otherwise might have been too close to a large city to thrive on its own. The industries of Sheboygan Falls prided themselves in having never shut down, even in the bad times of the 1890s. But as steam and electricity overtook waterpower as the favored means to run factories, Sheboygan Falls' industries lost their advantage. The woolen mill and the tannery continued successfully though World War I into the 1920s, but closed shortly thereafter. More and more, Sheboygan Falls became a bedroom community for Kohler and Sheboygan. The loss of its strong economic base was fortunate for one reason: downtown Sheboygan Falls today retains the same flavor it had as a small but bustling industrial and mercantile community of the 19th and early 20th centuries.

Architecture

Downtown Sheboygan Falls contains within a small, distinct area a fine collection of vernacular commercial buildings in nearly every 19th century style popular in

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Wisconsin. The two ca. 1850 store buildings at 203 and 215 Pine Street are typical examples of frame Greek Revival commercial structures. Although they have been altered on the first floors, the sheer existence of such old frame buildings in a small town commercial district is a rare occurrence in eastern Wisconsin, where merchants tended to replace frame buildings with more fire resistant brick as soon as funds would permit. Another very old structure is Hill's brick store at 504 Broadway, constructed in the late 1840s. A simple brick Italianate building with a bracketed & denticulated cornice, its hipped roof and diminutive size give it an almost domestic appearance. Osthelder's Saloon (513 Broadway), which sports a Victorian storefront, and the Smith building (514 Broadway) are superb examples of vernacular Italianate design. The galvanized iron window hoods and cornices are exceptionally finely detailed. The Queen Anne style is well represented by Billy Wolf's Saloon at 124 Pine Street, with its fancy corner tower, side bay, spindled porch and Bavarian details. The Kehl cigar store's second story addition at 420 Broadway is a rendition of the same style in frame, with stick style-like applied boards for decoration, originally accented by dark paint. A good example of the late Queen Anne is the recently restored Schlichting block at 202 Pine, with its bay, tower, and neo-classical garlands and balustrades.

Several of the most substantial buildings in the district were built by building contractor and master mason, Adolph Wachter. Born in Germany, Wachter came to the United States with his parents in 1852. After serving in the Civil War, he married and settled down in Sheboygan Falls. Wachter built the Weisse tannery, the Brickner Woolen Mill, the Never Store at 101 Pine, the Smith building at 514 Broadway and the Scott and Gay Building (altered, 506 Broadway). It is likely that he built many more buildings in the district that cannot be documented, but even the four known buildings that remain intact are solid, and simply but elegantly designed monuments to his skill. In 1883 Wachter retired from contracting, bought the old store building at 215 Pine and settled down to a more peaceful career as a grocer. He died in 1918.

¹The period of significance begins with the first settlement of Sheboygan Falls and ends with the date of construction of the last contributing building in the district.

Significance continued on next continuation sheet

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The following description of historically significant and contributing buildings is meant to provide a more complete picture of the historic character of the downtown Sheboygan Falls historic district.

334 Broadway

Charles S. Weisse Co., tannery and offices. The C. S. Weisse tannery was a major employer in Sheboygan Falls. The tannery was started by others in 1855. Weisse purchased the company in 1872. Under Weisse's direction, the firm grew into a thriving business, specializing in harness leather. By 1900 the tannery had assumed its present configuration and employed 50 persons. The Village contracted with the tannery to provide electrical service for the Village's lighting needs from the tannery's large powerhouse, a service it provided from 1898 to 1916. During World War I the plant devoted itself to government work orders, working early and late every day. The plant never shut down, no matter how hard the times, until a 1919 fire destroyed everything except the office. A few days after the fire, a damaged brick wall fell on the firm's president, C. H. Weisse, killing him instantly. The tannery was rebuilt by his brother, Louis, within the year, but the business closed in 1925. In 1960 tannery operations were resumed for the production of sheepskins, an operation that continues to the present.

404 Broadway

Benedict and Co., carriage and sleigh manufacturer, showroom and paint shop. Built by G. F. Benedict opposite his carriage blacksmith shop, this building was the showroom for Benedict's "O.G." carriages and sleighs. A wide stairway with flat ramps originally ran up the north side of the building so that carriages could be painted on the second floor. In 1880, L. P. Dean, a carpenter-contractor, bought the structure. He operated a furniture shop on the first floor, selling "parlor, chamber sets, tables, sideboards, couches, chairs [and] upholstered goods." Dean's furniture stock was reputed to be the "largest and best assortment in the county." His son, Philo, made the altar for St. Peter's Episcopal Church. The second floor at that time housed Dean's undertaking business. Dean and his family operated their business in this building until ca. 1936.

639 Monroe Street

Brickner Woolen Mills. Woolen mill operations began in Sheboygan Falls in the 1850s. In 1868 George Brickner bought a half interest in the Falls Woolen Mills, buying out the other half in 1872. In 1880 he moved the operations directly across the river to the new six set mill. At first, the firm started as a custom mill for local farmers but Brickner later added a wholesale department. In 1900, 100 employees made shawls, dress goods, flannels, cashmeres and blankets out of 250,000 pounds of wool annually. The mill is historically important for its connection with one of the largest long term employers in Sheboygan Falls.

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203 Pine Street

Paine Hall and Store. This small frame structure is one of the oldest commercial buildings in the city. Its early history is unknown, but it dates to before 1851, when it was identified by name and use in a conveyance. The first floor has housed a furniture store, post office, pool room, meat market, cheese factory and grocery store. The second floor hall has been used as the German Methodist Church, the library, a select school and for ice cream and strawberry festivals, among other things. This building is historically important as a very early Greek Revival commercial building, few of which remain in Wisconsin communities.

512-514 Broadway

Known as "one of the most prominent business stands in the heart of [Sheboygan Falls]," this building housed a meat market until recently. J. W. Smith built a large cooler into the building when it was constructed. The cooler required 25 wagonloads of ice, drained automatically into a huge basement cistern, and kept meats, fruits, butter and cheese at a constant 35°. Later, the Blust family owned the market and lived upstairs. They also owned a cattle buying and shipping and meat processing business employing six men. The storefront has housed the post office, a news stand, a hardware store, a beauty parlor and a flower shop.

The following paragraphs describe buildings the histories of which contribute to the historic character of the district. They are intended as a cross-section of the types of commercial buildings that make up the downtown Sheboygan Falls Historic District.

414 Broadway

This tiny, one-story frame building has housed a barber shop for nearly 100 years. At the turn of the century, 145 china shaving mugs were displayed in two hardwood cases to advertise the establishment's large and steady patronage. Helping to retain customers was a billiard and pool room run in connection with the barber shop. The barbers, George Mandle and Rube Guyett, took their customers' laundry to the Big Hat Steam Laundry in Sheboygan, and sometimes entertained them with lively banjo tunes.

503 Broadway

A. P. Lyman, a settler from New York, built this two-story frame commercial building in the 1840s as general store for dry goods, hardware, groceries and feed. It later served as a post office and rake manufactory before being enlarged in 1883. In the twentieth century it was occupied by a succession of grocery stores.

509-511 Broadway

The north store in this two-store building has been a drug store for 101 years.

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The first ice cream sold in Sheboygan Falls was made here in the late 19th century. The south half was for many years an ice cream parlor. Family living quarters were located upstairs, as was the local telephone office and switchboard from 1917-1948. A rear addition was built in 1924 to house a phonograph and radio showroom.

602 Detroit Street

Dr. Charles W. Pfeifer office. Dr. Pfeifer was born in West Bend, Wisconsin in 1858 and graduated from Rush Medical College in Chicago in 1885. He moved to Sheboygan Falls in 1893, where he practiced medicine for 31 years. His bedside manner was considered to be more gruff than tender, but Dr. Pfeifer was highly respected and known as a civic leader.

101 Pine Street

John Never's tailor shop and gents' furnishings shop operated in this location for over 50 years. The space now occupied by the west addition was used as a shooting gallery in the 1910s.

105 Pine Street

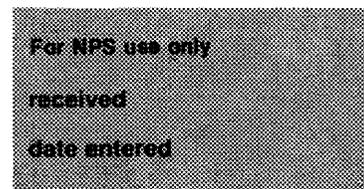
Built by the I.O.O.F. after their three year old club rooms were destroyed by fire, the new building housed both the English and German speaking chapters of the I.O.O.F. and the Good Templars as well. The first floor has housed a shoe store since 1880.

202 Pine Street

Henry Schlichting began his general merchandise business in 1874 in the old frame building at 503 Broadway. In 1895 he moved his business and family into this large building. According to Schlichting, his business prospered because of his business philosophy: "There is only one way to run a store ... there are 16 ounces to a pound, not 17 nor 15 - either way you'll go broke." In 1922, the Schlichting store was converted to a cash and carry grocery store, which it remained until Carlos Schlichting, grandson of the founder, died in 1975.

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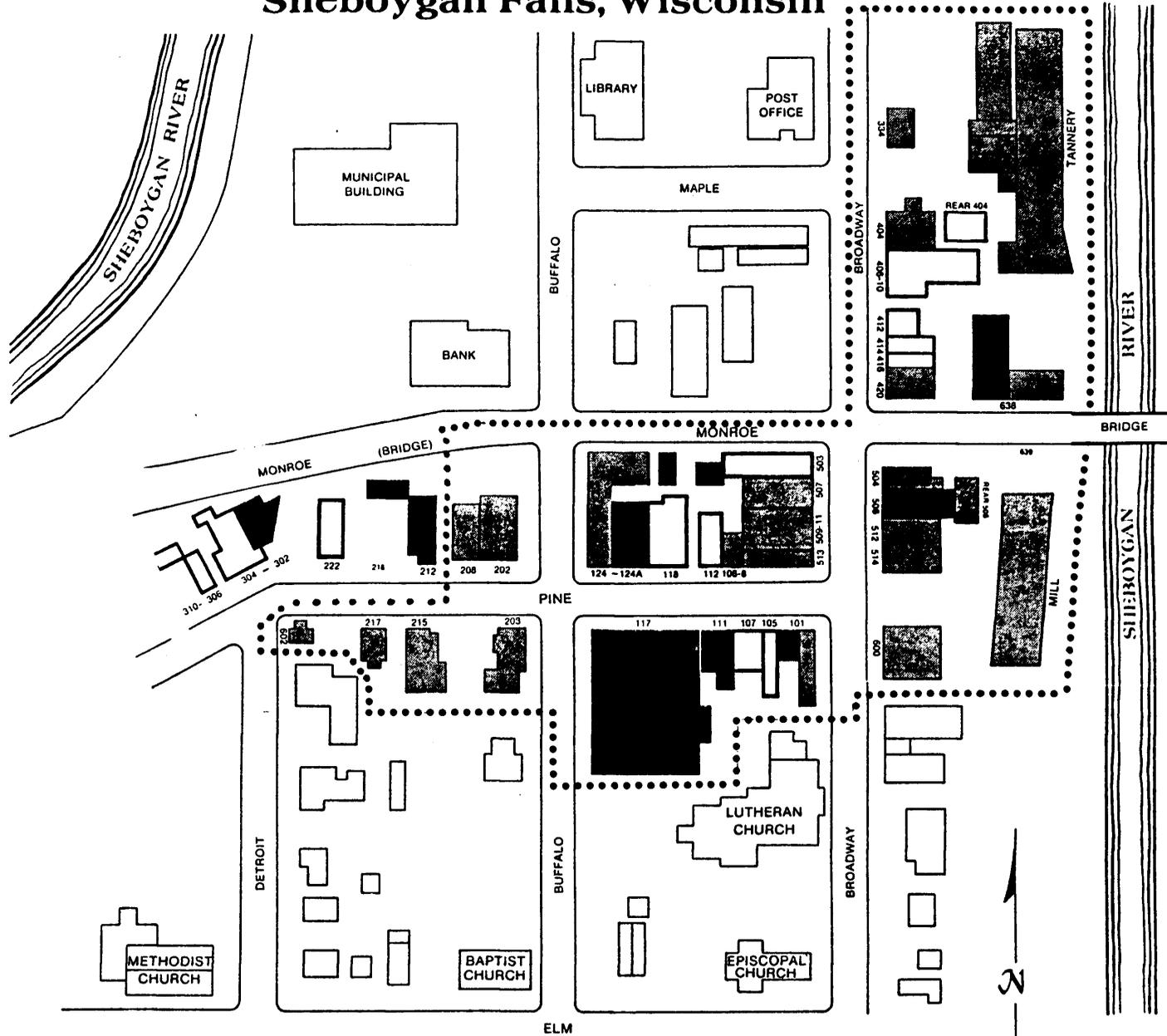
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Starting at the intersection of the north lot line of the tannery property at 334 Broadway and the west bank of the Sheboygan River, proceed along the river bank in a generally southerly direction to the south lot line of the building at 600 Broadway, thence westerly to the center line of Broadway, thence southerly to a line extended east from the south lot line of the building at 101 Pine Street, thence generally westerly along the south lot lines of the buildings at 101, 105, 107, 111, 117, 203, 215, 217 Pine and 602 Detroit to the center line of Pine, thence approximately easterly to the extension of the western lot line of 208

Pine Street, thence northwesterly along said western lot line to the railroad tracks, thence approximately easterly along said railroad tracks to the intersection of the tracks with the center line of Broadway, thence northerly along said center line to a line extended west from the northern lot line of the tannery property, thence easterly along said northern lot line to the point of beginning. Note: the streets in Sheboygan Falls do not run exactly north and south but rather are skewed a few degrees to parallel the Sheboygan River. Therefore the above description is only approximate in direction.

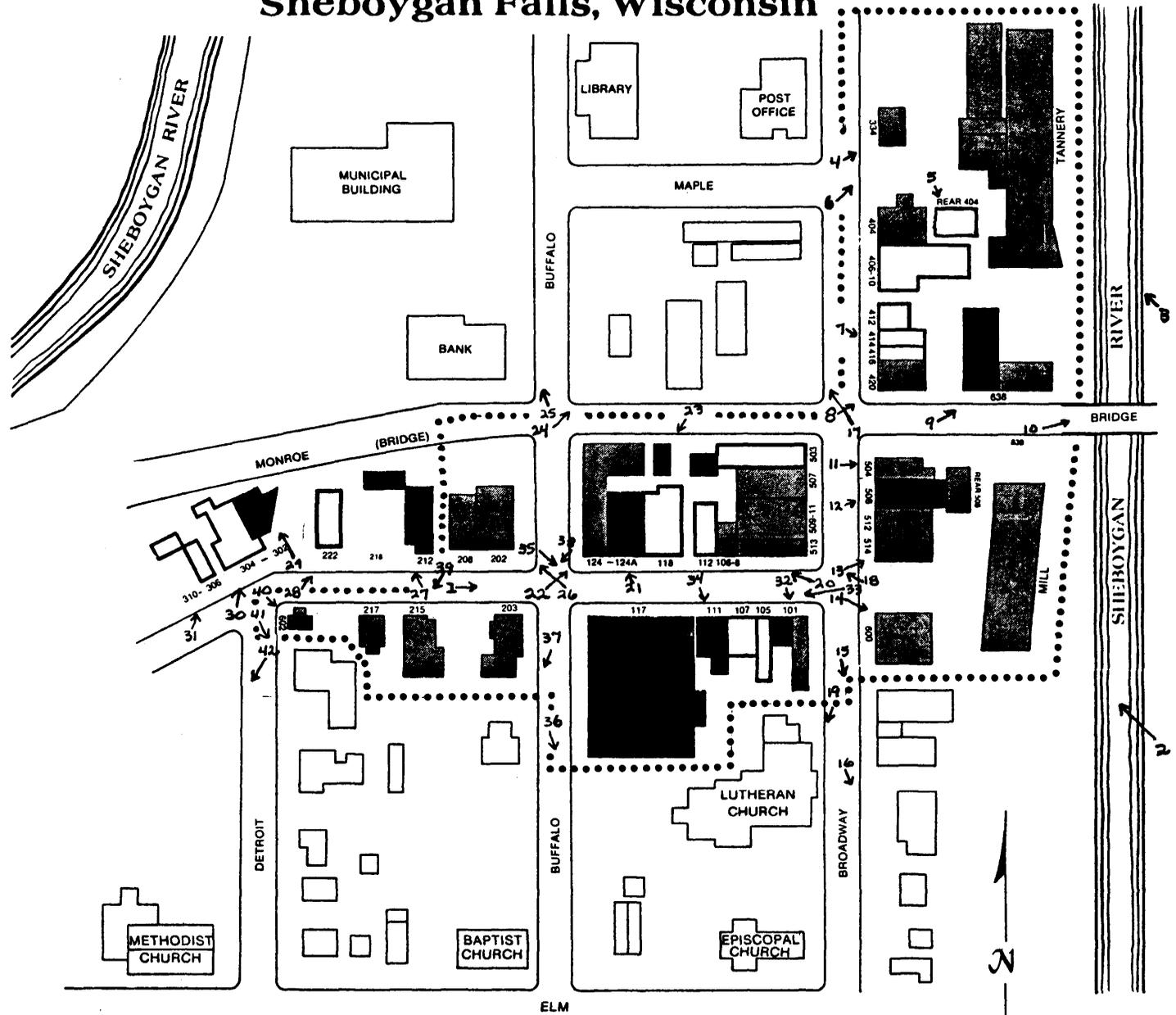
The boundaries include the entire downtown business district except for one block that has lost its integrity. To the south and west are houses, churches and a parking lot. Two commercial buildings on Broadway and several on the north side of Pine are omitted because of their modern design. To the north are a modern bank, a 1950s office building, a gas station, the recently built post office and library and two old frame buildings that have been drastically altered. At the far northern edge on Broadway, houses are located just outside the district boundaries. The old woolen shawl mill has lost its integrity through alterations and was therefore not included in the district despite its important history. The Sheboygan River creates a natural eastern boundary.

Downtown Historic District Sheboygan Falls, Wisconsin



KEY		- PIVOTAL
		- CONTRIBUTING
		- NON-CONTRIBUTING
		- DISTRICT BOUNDARY

Downtown Historic District Sheboygan Falls, Wisconsin



KEY		- PIVOTAL
		- CONTRIBUTING
		- NON-CONTRIBUTING
		- DISTRICT BOUNDARY
		(BRIDGE) Historic Street Name