

Record No. _____

RECEIVED

INVENTORY FORM FOR NOMINATED PROPERTIES

AUG 16 1988

Name of Property: Main Street Historic District Owner: various NATIONAL REGISTER Date: _____

Address: Main & Appleton Streets Owner's address: "

City: Menomonee Falls, WI County: Waukesha

*160 NRHP Certification

(a) _____ (b) _____

(c) _____ (d) _____

165 NRHP Certification Date

(a) _____ (b) _____

(c) _____ (d) _____

*170 Thematic or Multiple Resource Nomination Name

Multiple Resources of Menomonee Falls

180 NRHP List Name Main Street Historic District

*200 Level of Significance local

*190 District Classification _____

*210 Applicable Criteria Architecture (C)

Historical Development (A)

*215 Criteria Considerations

*220 Area of Significance

Architecture

Commerce Industry

230 Period of Significance 1851-1921

60 Verbal Boundary Description _____

see district survey form

70 USGS Quad Map Menomonee Falls WI

80 UTM Coordinates (Format: 99/999999/9999999)

16 409540 4781120

85 Listed Acreage (6) six acres

340 Review Board Date _____

- 23 Contributing Buildings
- 1 Contributing Structure (Bridge)
- 1 Non-contributing Structure (Dam)
- 4 Non-contributing Buildings

*use code tables for response

District Survey Form

| | | | |
|--|---|--|--|
| 1 <u>DISTRICT</u> Main Street Historic District | | <u>SURVEYOR</u> J. Rausch, B. Kilsdonk (A. Johnson) | <u>SHSW STAFF</u> |
| <u>CITY</u> Menomonee Falls | <u>COUNTY</u> Waukesha | <u>SURVEY</u> Menomonee Falls Intensive Survey | <u>DATE</u> June 12, 1986 |
| <u>FILM ROLLS/NEGATIVES</u> WK 62-14 WK 91-32, 33, 34, 35 | | WK 92-2, 3, 4, 9, 10, 12, 13, 14, 15, 16 WK 93-6; WK94-19, 20, 21, 22, 23, 24 | WK 97-19, 20 WK 110-9 WK 111-3, 4 |
| <u>STREETS:</u> | <u>NUMBERS:</u> | <u>STREETS:</u> | <u>NUMBERS:</u> |
| Main Street | N89 W16370, N89 W16389 N88 W16414, N88 W16444 | Appleton Avenue | N88 W16697 N88w16716-18 N88 W16712 N88 W16723 N88 W6731-33 |
| | N88 W16447, N88 W16475 N88 W16495, N88 W16553-55 | 51 Main Street | N88 W16665 |
| | N88 W16559, N88 W16567 N88 W16577, N88 W16593-97 | | N89 W16353-55 N89 W16371 |
| | N88 W16672, N88 W16733 N88 W16739, N88 W16749 | | |

2 BOUNDARY DESCRIPTION The proposed Main Street Historic District in the Village of Menomonee Falls begins east of the Main Street Bridge at the northeast corner of Main and Water Streets along the east lot line of N89 W16370 Main, then south across Main Street to the east lot line of N89 W16353-55 Main, continuing west along the rear lot lines of said building through N88 W16447 Main, then west across the Menomonee River along the rear lot lines of N88 W16475 and N88 W16495 Main, continuing west across Mill Street, then west along the rear lot lines of N88 W16553-51 through N88 W16672 Main Street, then west across Appleton Avenue, continuing west along the rear lot line of N88 W16697 Appleton Avenue, continuing west along the rear lot lines of N88 W16733-35 through N88 W16749 Main Street, then north along the west lot line of N88 W16749 Main, continuing north across Main Street to the rear (west) lot line of N88 W16723-25 and N88 W16731-33 Appleton Avenue, then east along the

3 BOUNDARY JUSTIFICATION The proposed Main Street Historic District in Menomonee Falls is confined to the small area on Main Street and the intersection of Main Street and Appleton Avenue because, historically, this area comprises the "Four Corners" area of early commercial activity in Menomonee Falls, as well as the early industrial site adjacent to the Menomonee River. In addition, this section of Main Street has the greater number of significant historic structures. Retaining a sufficient amount of their original architectural character and in many cases their historic function, the structures are located in an area that has been commercial and industrial since the village was platted in 1850. Other early

4 SOURCES OF INFORMATION

A. See continuation sheets

B.

C.

D.

E.

5 MAP REFERENCE (Continued on next page)

USGS quad: Menomonee Falls, Wisconsin
scale: 1:24,000

| | |
|----------------------|----|
| UIM references: | H. |
| A. 16-409540-4781120 | I. |
| B. 16-409130-4781130 | J. |
| C. 16-409510-4781090 | K. |
| D. 16-409180-4781040 | L. |
| E. | M. |
| F. | N. |
| G. | O. |



HISTORIC PRESERVATION DIVISION
STATE HISTORICAL SOCIETY OF
WISCONSIN

6 OPINION OF NATIONAL REGISTER ELIGIBILITY

date: _____ initials: _____

eligible not eligible unknown
 national state local

2. BOUNDARY DESCRIPTION - (Continued)

north lot line of N88 W16731-33 Appleton Avenue, continuing east across Appleton Avenue to the rear of N88 W16716-18 Appleton Avenue, continuing south along the rear lot lines of said building and of N88 W16712 Appleton Avenue, continuing in a westerly direction along the south lot line of N88 W16712 Appleton Avenue to the east edge of Appleton Avenue, continuing south along Appleton Avenue across Main Street, continuing east along the front lot lines of N88 W16672 through N88 W16553 Main Street, continuing east across Mill Street, then north across Main Street, continuing in a northerly direction to the rear of the Mill Pond Dam, then east along the rear of the dam, continuing east along the rear lot lines of N88 W16444 through N88 W16414 Main Street, continuing east across Water Street to the rear lot line of N89 W16370 Main Street to the beginning. The Main Street Historic District includes approximately six acres.

3. BOUNDARY JUSTIFICATION - (Continued)

commercial structures located on Appleton Avenue are not included in the proposed Main Street Historic District because of unsympathetic alterations and additions to the buildings, particularly additions placed in the front of the facades of the building.

4. SOURCES OF INFORMATION

Architectural Development Footnotes

- A. Deed Record, 30:530 (Waukesha, Wisconsin: Register of Deeds Office, Waukesha County Courthouse.
- B. Menomonee Falls (Wisconsin) News, 1 April 1910 and 3 January 1947.
- C. Photographs and Memories, A Pictorial History of Menomonee Falls, Wisconsin (Menomonee Falls, Wisconsin, 1976).
- D. Menomonee Falls News, 1 April 1910; Abstract of Title in possession of owner, Richard Manders, Menomonee Falls, Wisconsin.
- E. Richard Manders interview with Joan Rausch, 3 April 1986, Menomonee Falls, Wisconsin, Photographs and Memories.
- F. Waukesha (Wisconsin) Freeman.
- G. Hartford (Wisconsin) Press, 27 May 1892, 22 July 1892, and 16 December 1892.
- H. Don L. Hebring interview with Joan Rausch, 25 March 1986, Menomonee Falls, Wisconsin.
- I. Waukesha Freeman, 4 April 1896 and 7 November 1901.
- J. Photographs and Memories.
- K. Menomonee Falls News, 27 January 1927.
- L. Hartford Press, 5 June 1892, 22 July 1892, and 12 August 1892.
- M. Abstract of Title (Hardy-Ryan Abstract Company) in possession of owner, Helen Brazy, Menomonee Falls, Wisconsin.
- N. Waukesha Freeman, 4 March 1904.
- O. Photographs and Memories.
- P. Menomonee Falls News, 9 July 1909 and 6 August 1909.
- Q. Ibid., 16 July 1920 and 15 October 1920.
- R. Ibid., 9 September 1921, Carl Mueller, Fort Lauderdale, Florida, telephone interview with Allen Johnson, 1984.
- S. Hartford Press, 7 August, 1891, 28 August 1891, and 23 October 1891.
- T. Mr. Alfred Wickesburg interview with Joan Rausch, 25 March 1986, Menomonee Falls, WI.
- U. Waukesha Freeman, 3 April 1897.

(Continued on next page)

4. SOURCES OF INFORMATION - (Continued)

Historical Significance and Development Footnotes

1. Johnson, Allen F. "Resources Survey Report, Village of Menomonee Falls, Wisconsin" (Menomonee Falls, 1985) 12-15.
2. Ibid., 14-17.
3. Johnson, Survey Report, 1985:17-18, 21-25; Johnson, Allen F. "A Developmental Study of Menomonee Falls, Wisconsin, 1836-1870." Senior honors thesis, Macalester College, 1981.
4. Menomonee Falls Diamond Jubilee Brochure, 1892-1967. Menomonee Falls, Wisconsin, 1967:20
Johnson, Developmental Study, 1981:32.
5. Waukesha (Wisconsin) Freeman, 9 December 1869 and 3 February 1870; Butterfield, C. W. The History of Waukesha County, Wisconsin. Chicago: Western Historical Company, 1880.
6. Johnson, Developmental Study, 1981:34, 42.
7. United States Department of the Interior, Census Office (Population Schedule), 1860; (Manufacturing Schedule), 1870; Polk, R. L. and Company, Polk's Wisconsin State Gazetteer. Detroit: R. L. Polk and Company, 1876:246; Abstract of Title for Lot 5, Block E and Lot 4, Block E, Original Village, Waukesha County, Wisconsin; Menomonee (Wisconsin) Falls News, 1 April 1910 and 30 January 1947; Johnson, Developmental Study, 1981:35-36, and 40-41; Johnson, Survey Report, 1985:73-74.
8. Johnson, Survey Report, 1985:18; Johnson, Developmental Study, 1981:59.
9. Johnson, Survey Report, 1985:17-18; Johnson, Developmental Report, 1981:21-25; Excelsior Publishing Company, Portrait and Biographical Record of Waukesha County, Wisconsin. Excelsior Publishing Company, 1894:875; Menomonee Falls News, 27 October 1938; Waukesha Freeman, 29 October 1891 and 23 April 1894.
10. Menomonee Falls News, 17 April 1902 and 10 November 1938; Johnson, Developmental Study, 1981:59, 63.
11. Johnson, Developmental Study, 1981:59; Johnson, Survey Report, 1985:24-27; Haight, Theron W., Ed., Memoirs of Waukesha County. Madison: Madison Association, 1907:294.
12. Johnson, Survey Report, 1985:28-29, 89-91.
13. Johnson, Allen F. "Railroading in Menomonee Falls, Wisconsin." Unpublished manuscript, January, 1978; Nesbit, 1973:331, 335, 342.
14. Waukesha Freeman, 12 June 1890 and 30 October 1890.
15. Waukesha Freeman, 20 November 1890; Hartford (Wisconsin) Press, 23 October 1890.
16. Menomonee Falls News, 24 December 1909; Hartford Press, 23 October 1890.
17. Waukesha Freeman, 24 November 1892; Haight Memoirs, 1907:536; Johnson, Survey Report, 1981:15-16; Radmer, Sue, "Line Production in Nineteenth Century America, Waukesha County, Wisconsin." M.A. thesis, Graduate School of Architecture and Planning, Columbia University, 1980; Hartford Press, 24 November 1893.

(Continued on next page)

4. SOURCES OF INFORMATION - (Continued)

Historical Significance and Developmental Footnotes

18. Hartford (Wisconsin) Times, 5 November 1896; 25 October 1900 and 31 October 1900; Menomonee Falls News, 20 September 1930 and 10 November 1938; Johnson, Survey Report, 1985:59.
19. Johnson, Survey Report, 1985:27; Hartford Press, 21 July 1892; Waukesha Freeman, 23 October 1890; Menomonee Falls News, 10 October 1924.
20. Hartford Press, 16 December 1892, 18 March 1892, 18 May 1894; 27 February 1893, 24 March 1893, 17 November 1893, 25 August 1893, 9 February 1894 and 25 February 1897.
21. Waukesha Freeman, 7 October 1896, 27 October 1896 and 17 May 1888; Hartford Press, 4 March 1897; Menomonee Falls News, 10 December 1903, 17 January 1913, 21 November 1919; Excelsior, Portrait, 1894:609.
22. Hartford Press, 28 May 1896; Polk, State Gazeteer, 1901:596; Wright's Directory of Waukesha, 1909. Milwaukee: A. G. Wright.
23. Menomonee Falls News, 22 August 1930; Tax Assessment Records, Waukesha County, Wisconsin 1895 and 1896; Johnson, Survey Report, 1985:13.
24. Hartford Press, 8 August 1891; Waukesha Freeman, 19 March 1891.
25. Waukesha Freeman, 18 January 1900; Haight, Memoirs, 1907:569; Menomonee Falls News, 1 March 1913 and 17 May 1954.
26. Haight, Memoirs, 1907:389, 442-43; Goode, Wesley S., "The History of Menomonee Falls-- Covering the Period from 1911 up to 1955." Unpublished manuscript written by a president of the Farmer's and Merchant's Bank, Menomonee Falls, Wisconsin, 1955:13; Waukesha Freeman, 7 November 1901; Menomonee Falls News, 31 December 1909.
27. Waukesha Freeman, 21 April, 1913 and 3 November 1913, Menomonee Falls News, 3 July 1908 and 19 October 1906.
28. Menomonee Falls News, 11 May 1909; Waukesha Freeman, 23 November 1924; Lillian Siewert interview with Joan Rausch, Menomonee Falls, Wisconsin, April 9, 1986.
29. Johnson, Survey Report, 1985:31-32; Menomonee Falls News, 22 September 1922.
30. Menomonee Falls News, 1 August 1919, 7 May 1920, and 10 October 1924; Polk, State Gazeteer, 1924:608.
31. Menomonee Falls News 9 February 1917; 9 September 1921, 19 February 1942, 3 April 1947, and 18 August 1953.
32. Menomonee Falls News, 15 October 1920, and 17 May 1954; Goode, History, 1955:7.
33. Tax Assessment Records, Waukesha County, Wisconsin, 1890, 1896-1901, 1910 and 1920; Siewert interview, April 9, 1986; Wright, Directory, 1909:273.
34. Johnson, Survey Report, 1985:59; Menomonee Falls News, 10 December 1938.
35. JoAnne Wetterau interview with Joan Rausch, Menomonee Falls, Wisconsin, May 23, 1986; Menomonee Falls Diamond Jubilee Brochure, 1892-1967. Menomonee Falls, Wisconsin, 1967: 18-19.

(Continued on next page)

4. SOURCES OF INFORMATION - (Continued)

Historical Significance and Developmental Footnotes

36. Siewert interview, April 9, 1986; Diamond Jubilee Brochure, 1967:39.

7 Description

General character, building types, styles, environment, important natural and man-made features, qualities that distinguish district from surroundings, nature of intrusions and generally excepted properties.

The proposed Menomonee Falls Main Street Historic District comprises the early industrial area established in the mid-19th century next to the Menomonee River and the early commercial area that developed at the intersection of Waukesha Road (presently Main Street) and Fond du Lac Avenue (presently Appleton Avenue). Much of the commercial area of Main Street is located on the slope of the hill rising to the west of the Menomonee River. The village owes its inception in 1836 to a series of rapids on the Menomonee River, which attracted speculators and developers who recognized the potential of the rapids as a mill site. Located at the east end of the proposed historic district, the Menomonee River flows through banks of limestone in a north to south direction across Main Street, eventually emptying in the Milwaukee River. Once a source of power for early saw and wheat milling operations established in the village, the Menomonee River initially was dammed north of the Main Street in the mid-19th century by Frederick Nehs for his wheat mill, creating the historic mill pond. Although deterioration forced its destruction in 1939, the mill pond and dam were reconstructed in 1953, restoring a visual element essential to the historic landscape of the village of Menomonee Falls. The village site was surrounded by excellent farmland and abundant stands of timbers. In addition the Niagara Limestone Escarpment surfaces here, providing an important source of building stone which was quarried along the river banks. (See District map).

The structures within the district are two-story brick and frame structures, with the exception of the three-store Enterprise Roller Miller, constructed of stone on the east bank of the Menomonee River. Six of the twenty-nine buildings are of frame construction and were built as combination commercial and residential structures. The cut-stone Enterprise Mill and the high incidence of stone foundations in the commercial area supply visual evidence of the availability of local limestone for construction from the extensive quarry industry in the town of Menomonee Falls.

Although the buildings in the proposed Main Street Historic District in general exhibit a utilitarian or functional emphasis, most show the influence of the architectural styles popular at the time. In addition to the Italianate influence on the early commercial buildings, Romanesque, Queen Anne, Neo-Classical influences and vernacular building practices are evident in the streetscape of the proposed historic district. Constructed during the period from the 1860's through the early decades of the 20th century, the historic structures in the district are representative of the development of commercial architecture and commercial enterprise in Menomonee Falls during the years of its early development. Despite the rapid growth of population occurring after World War II and resulting relocation of commercial and governmental structures, Main Street continues to be the historic heart of the village of Menomonee Falls.

Of the 29 resources located in the Main Street Historic District, 23 are architecturally or historically significant structures. The significant structures, arranged according to construction dates, are as follows:

Sample Resources

- (1) Coates and Ostrander/Schmoyer/Held and Gumm, N88 W16672 Main Street (WK 94-20). Built between 1864 - 1869 in the shape of the lot on the southeast corner of the intersection historically known as the "Four Corners", Coates and Ostrander's Store is a two-story, brick-veneered structure influenced by the Italianate Revival style. The former general store is characterized by arched windows with brick voussoirs and a wide projecting cornice ornamented with carved wooden brackets associated with the Italianate style. Substantially altered from the original storefront that featured a central entrance on Main Street, the storefront now exhibits a corner entrance and modern plate glass. The windows in the upper story have been changed from arched four-over-four lights to the present rectangular sashes with six-over-six lights. A south-side one-story brick structure has been incorporated into the main structure. The interior of

(Continued on next page)

7. DESCRIPTION - (Continued)

the Coates and Ostrander Store has been completely remodeled for its present use as the Lohmiller Drug Store.

- (2) Hoenig and Lohn Clothing Store, N88 W16495 Main Street (WK 9209), 1874. Constructed of brick veneer (now painted) in 1874, the two-story Hoenig and Lohn Store exhibits the simple rectangular main block with hip roof and overhanging eaves characteristic of the Italianate style. Segmental arched windows with articulated brick voussoirs and chisled stone sills further characterize this Italianate Revival influenced vernacular structure. A flat-roofed and shed-roofed rear addition with an oriel window was added at the rear and on the east side before 1910. An additional extension at the front of the east wing was added in the 1950's. The storefront has been altered, and exterior shutters have been added to the windows. The interior has been completely remodeled for its present use as a restaurant and bar.
- (3) Adam Ploss Shop and Residence, N88 W16475 Main Street (WK 92-10), 1879. Exhibiting the characteristic Italianate Revival styled low hip roof with wide eaves ornamented with curved brackets, the two-story Adam Ploss Shop and Residence was constructed of creme-colored brick veneer in 1879. Featuring the square form of the style, the Ploss Building also has Italianate-styled long segmental arched windows in the upper story. Generally well preserved, this combination residence and shop building was altered by a rear one-story brick addition constructed in 1953. Alteration of the windows has occurred on the first story, and the storefront has been changed several times since 1910. Although the two entrances on the storefront and the front step inscribed with the date 1879 remain on the building, the interior of the Ploss Building has been remodeled for contemporary use.
- (4) Enterprise Roller Mill, N88 W16447 Main Street (WK 92-15), 1891. Constructed of thick walls of limestone from the Harmon Stone Quarries at Lannon in 1891, the three-story mill also known as the Schlafer, Huebner and Schlafer Roller Mill, is a massive appearing, utilitarian structure sited on the east bank of the Menomonee River. Exhibiting almost no ornament, the exterior of the building is characterized by segmented arched doors and long windows with six-over-six lights, and a narrow cornice of cut-stone. The facade is constructed of coursed dressed cut-stone, while the rear and side elevations exhibit coursed rough stone construction. A two-story flat-roofed extension with stone wall chimney is located at the rear, and a one-story stone extension was added to the east side of the building in 1967 to replace an earlier frame structure. During the same time, the exterior of the building was sandblasted. Exhibiting open, massive wooden post and beam construction on the interior, the Enterprise Mill has an exposed ground floor and three upper stories. The mill machinery was removed and the interior renovated in 1955 when the building was converted to industrial and office use.
- (5) Obermann-Weber Block, N89 W16370 Main Street (WK 93- 6), 1892. Characterized by red tile coping, the two-story creme-colored brick Obermann-Weber Block is constructed on a high foundation of cut-stone. Chisled stone belt courses and a variety of textured stone accents suggest the Romanesque Revival influence. A rectangular pediment with a metal plaque inscribed "The Weber Block" (originally inscribed "Obermann Block" until 1921), a rectangular pediment with a metal plaque inscribed with the date "1892" elevated above the cornice, and segmental arched second-story windows with brick voussoirs and chisled stone lintels further add to the 19th century Romanesque Revival character of the structure. The remains of the multiple storefronts on the south elevation include an iron lintel with rosettes supported by stone piers and iron columns. Much of the architectural character has been diminished by unsympathetic gable-roofed additions to the corner entrances within the last decade and to the storefront on the south Main Street facade and by the alteration of the exterior when the upper-story windows were boarded up after the window sashes were removed. The present owner plans to restore the window sashes,

(Continued on next page)

DESCRIPTION - (Continued)

now stored on the second floor, when the building is rehabilitated at some future date. On the interior, the multiple stores have been remodeled into one inter-connecting space.

- (6) Menomonee Hotel, N88 W16697 Appleton Ave. (WK 94-21), 1892. A simple vernacular structure characterized by Queen Anne architectural details, the two-store brick-veneered Menomonee Hotel was built to conform to the lot on the southwest of the intersection historically known as the "Four Corners". Exhibiting simple segmental arched windows on the upper story, the hotel's dominant stylistic detail is a wooden rectangular turret with pyramidal roof projecting over the corner entrance. Constructed on a high foundation of cut stone, the Menomonee Hotel is characterized further by creme brick, red tile coping, a simple corbeled brick cornice, and stone water tables. Much of the alteration to the exterior of the hotel has occurred on the lower story. The windows in the turret have been boarded up, while the large rectangular windows on the lower story, now partially filled in, have replaced the original long, arched windows. A small concrete block building is located at the rear.
- (7) Eye Building, N89 W16389 Main Street (WK 92-16), 1896. Constructed of creme-beige brick now painted, this two-story commercial block building apparently received a two-story, two-bay, east side addition soon after its construction in 1896. Exhibiting red tile coping and segmental arched windows on the original west section, this vernacular building has a plain facade characterized by a simple cornice of decorative brickwork and double segmental arched windows that replaced the original sashes with one single pane topped by a narrow panel or transom. Built on a lot sloping to the rear of the building (south), the structure has an exposed cut-stone foundation. Originally built with "iron clad" walls, the east addition featuring a concrete foundation and rectangular windows was covered with brick veneer between 1910 and 1925. The storefront has been altered for contemporary use.
- (8) Klondike Saloon and Central Hotel, N88 W16567 Main Street (WK 92-2). Built in 1897 on the site of a small gable-roofed, two-story structure that was moved and used as the rear wing, the two-story frame Klondike Saloon and Central Hotel exhibits the influence of the Queen Anne Revival style. Although maintaining the stepped gable facade and oriel window that characterized the original Queen Anne Revival influenced design, this building has been altered greatly by the addition of the wide aluminum siding in 1982. The present storefront was added in 1952. Although retaining some original woodwork, the interior of the saloon and hotel building has been altered through the years to accommodate its use as the Brazy Butcher Shop and later as a sport goods store also owned by the Brazy family. The bowling alley in the basement was used for a shooting gallery when the building was used as a sporting goods store.
- (9) C. W. Fraser Building, N88 W16723-25 Appleton Avenue (WK 91-35), 1901. Built in a Romanesque Revival style designed by C. C. Anderson, the red brick, now painted, two-story Fraser Block features large round arched windows with stone keystones on the lower story and segmental, arched second-story windows arranged in groups of three with raised brick window heads. Corbel tables and a paneled brick cornice with a plaque inscribed with the name "Fraser" ornament the east and south facades. A polygonal turret with an octagonal roof and rectangular window projects over the corner entrance. During the remodeling of the structure in 1927, the original character of the lower story was altered considerably. The round, arched corner entrance and two storefronts on the west end of the south facade were replaced by the present large, round arched windows that are now filled in and the present corner stone rectangular-shaped entrance. In addition, the original flat-roofed turret was remodeled to its present appearance. Although retaining the original steel vault installed by the Wagner Iron Company, the interior of the now vacant Fraser Building has been partially gutted.

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7. DESCRIPTION - (Continued)

- (10) Stark-Hoyt Block, N88 W16733 Appleton Avenue (WK 91-34), 1904. Constructed of rust-colored brick, this two-story commercial block constructed for Edward Stark exhibits three-sided bay windows that are associated with the Queen Anne Revival style on the upper story. A paneled cornice with the name "Stark" and the date "1904" inscribed and a corbeled brick table extends across the top of the facade. Originally serving two separate stores, the storefront presently features two recessed entrance doors and is further characterized by brick piers on massive stone bases. Generally well preserved, the Stark Block, owned for many years by George Hoyt, has suffered minimal alteration, such as application of siding to the bay windows and of stone veneer to the present single storefront. The original Colonial hall and office space on the second floor has been remodeled into residential apartments.
- (11) Mace Block, N88 W16665 Main Street (WK 94-19), 1909. Influenced by the simplified manner of the early 20th century Neo-Classical Revival style, the one-story brown brick Mace Block exhibits a stylized stepped pediment inscribed with the name "Mace Block" and the date "1909", a single projecting cornice and plain parapet and paneled frieze visually supported by capped applied pilasters. A cut-away northwest corner, with ornamental "dovetail" corner joints and large plate glass windows divided by cast iron mullions, characterizes the west end of the Main Street facade. An entrance door between two applied brick pilasters is located on the narrow east elevation. Originally built as an "annex" to the adjacent Coates and Ostrander/Schmoyer/Held and Gumm General Store, the Mace Block originally had four separate stores with three entrances on Main Street. All the entrances on Main Street have been removed and the interior store remodeled, creating one large inter-connecting space. The interior has retained the original ornamental pressed metal ceilings.
- (12) Reinhold Hille Building, N88 W16712 Appleton Avenue (WK 91-33), 1920. Built in a rather utilitarian manner, the Prairie School-influenced two-story brick Hille Building has red tile coping, two triple window groupings each with a common lintel and sill in the second story of the facade, with multipaned windows over clear plate glass window sashes. A decorative panel outlined with raised brick and accented by blocks of tile and concrete suggests a Prairie School influence. Originally designed with a full-length transom window and an additional door to the upper story, the remodeled storefront now features a large plate glass window and door in modern metal frames. The original two-story exterior porch at the rear has been removed and an entrance on the upper story filled in.
- (13) Hans Mueller's Cafe, N88 W16718 Appleton Avenue (WK 91-32), 1921. Featuring a sculptured parapet, outlined with white concrete, the two-story brick Hans Mueller Cafe is further characterized by a raised brick panel featuring Prairie School-influenced brick tile and white concrete inlaid geometric patterns. Four regularly-spaced windows in the upper facade are linked by a single concrete sill and brick lintels with white concrete end blocks ornament the top of each window. A slightly different styled window placed to light the stairway to the second floor is located in the southern-most bay of the facade. A modern metal and glass storefront has replaced the original, but the entrance to the upper story with its door and transom located on the south end of the facade has been preserved. A one-story decked brick extension has been added to the rear of the building.

9. LIST AND CLASSIFICATION OF PROPERTIES LOCATED IN THE MAIN STREET HISTORIC DISTRICT

| <u>Address, Name and Map Code</u> | <u>Const. Date</u> | <u>Classification</u> |
|---|--------------------|-----------------------|
| N89 W16353-55 Main Street, Yanicke-Schuster Meat Market and Residence (111-3) | 1907 | Contributing |
| N89 W16370 Main Street, Obermann-Weber Block (93-6) | 1892 | Contributing |
| N89 W16371 Main Street, Martin Henrizi House/Barn (111-4,7) | 1906 | (2) Contributing |
| N89 W16389 Main Street, Fye Building (92-16) | 1896 | Contributing |
| N88 W16414 Main Street, Auto Sales Co. Garage (92-13) | 1919 | Contributing |
| N88 W16444 Main Street, Rowell and Company (92-12) | 1890 | Non-Contributing |
| N88 W16447 Main Street, Enterprise Roller Mill (92-15) | 1891 | Contributing |
| N88 W16475 Main Street, Adam Ploss Shop-Residence (92-10) | 1879 | Contributing |
| N88 W16495 Main Street, Hoenig and Lohn Clothing Store (92-9) | 1874 | Contributing |
| N88 W16553-51 Main Street, A.C. Nehf Building ((2-4) | 1900 | Contributing |
| N88 W16559 Main Street, A.C. Nehf Building (92-3) | 1890s | Non-Contributing |
| N88 W16567 Main Street, Klondike Saloon/ Central Hotel and Barn (92-2; 110-9) | 1897 | (2) Contributing |
| N88 W16577 Main Street, C.M. Rintelman Building (97-20) | 1950 | Non-Contributing |
| N88 W6593-97 Main Street, Ernest Himmel Building (97-19) | 1952 | Non-Contributing |
| N88 W16665 Main Street, Mace Block (94-19) | 1909 | Contributing |
| N88 W16672 Main Street, Coates-Ostrander/ Schmoyer/ Held and Gumm Store (94-20) | late 1860s | Contributing |
| N88 W16733-35 Main Street, Stark and Thomas Building (94-22) | 1896 | Contributing |
| N88 W16739 Main Street, Thomas Building (94-23) | 1900 | Contributing |
| N88 W16749 Main Street, Dr. C. Rieger House, Office and Barn (94-24; 100-22) | 1891 | (2) Contributing |
| Main Street, Menomonee Falls Mill Pond and Dam (62-14) | 1954 | Non-Contributing |
| Main Street, Main Street Bridge (92-14) | 1915 | Contributing |
| N88 W16697 Appleton Avenue, Menomonee Hotel (94-21) | 1892 | Contributing |
| N88 W16712 Appleton Avenue, Hille Building (91-33) | 1920 | Contributing |
| N88 W16716-18 Appleton Avenue, Hans Mueller's Cafe (91-32) | 1921 | Contributing |
| N88 W16723-25 Appleton Avenue, C.W. Fraser Building (91-35) | 1909 | Contributing |
| N88 W16731-33 Appleton Avenue, Stark-Hoyt Block (91-34) | 1904 | Contributing |

8. SIGNIFICANCE - (Continued)

Architectural Development

his native Bavaria, Ploss built this general store of brick veneer (the exposed south elevation still is of wooden construction).^B Built with a flat roof with overhanging eaves, the two-story general store is characterized by arched windows with brick voussoirs and a wide projecting cornice ornamented by carved wooded brackets that suggest the Italianate Revival style. Originally built with the entrance on Main Street, the former Coates and Ostrander Store now has an entrance on the corner bay.^C Adam Ploss also probably designed the shop and residence he built for himself in 1879 on the west bank of the Menomonee River.^D Exhibiting the characteristic Italianate Revival-styled low hip roof with wide eaves ornamented with curved brackets the Adam Ploss Shop and Residence (WK92-10), at N88 W16475 Main Street, features the square form of the Italianate style, as well as the long, arched windows commonly associated with the style. Generally well preserved, this two-story combination shop and residence has suffered alteration of the lower windows, and the original wooden porch on the storefront has been removed, while a one-story structure was added to the rear of the building in 1953.^E In view of the similarity of construction and design, Adam Ploss probably constructed the earlier Hoeni and Lohn Clothing Store adjacent to his building, at N88 W16495 Main Street in 1874.^F Although altered by the turn-of-the-century addition at the rear and on the east side sites, the design of the main rectangular block (now painted) featuring a low hip roof with overhanging eaves and segmental arched window still is evident.

In addition to the early Italianate influence on the buildings in the proposed district, Romanesque, Queen Anne, Neo-Classical Revival styles and vernacular building practices were among the sources which shaped the architectural environment of Menomonee Falls. Details used in the 19th century interpretation of the Romanesque Revival style, such as round arches, arched deep windows, and rough-cut stone construction to emphasize weight, eventually found their way into the vocabulary of local Menomonee Falls builders in simpler renditions. A variety of textured stone accents, including a high foundation of cut-stone, suggest the Romanesque Revival style in the Obermann Block (WK 93-6), at N89 W16370 Main Street. Constructed in 1892, the creme brick Obermann Block is further characterized by classic-derived segmental arched windows with chisled stone lintels.^G Although the architectural character is diminished by the removal of the window sashes and the addition of gabled entrances on the storefront, the Obermann Block has retained the stylistic details essential to its style (the window sashes are presently in storage).^A A later interpretation of the style built in the proposed Main Street Historic District, the C. W. Fraser Building (WK 91-35), at N88 W16723-25, was designed under the influence of the Romanesque Revival style by C. C. Anderson in 1901.^I Built of brick, the two-story irregularly shaped former bank building relies on large, broad arched windows with stone keystones to create the Romanesque Revival style. Segmental arched windows (door also were arched before 1927 remodeling), a polygonal corner turret, and corbel tables are Romanesque Revival stylistic characteristics adding to the architectural character of the Fraser Building. Much of the original Romanesque Revival character was altered when the interior and exterior of the building was remodeled in 1927 by architect Hugo Logemann of Milwaukee.^K

The popularity of the Queen Anne style in the 19th century coincided with the economic boom period in Menomonee Falls, occurring during the 1890's and in the first decade of the 20th century. The complexity of surface ornamentation characteristic of the Queen Anne style is limited to patterned wood shingles, scroll-cut wood decoration, bay windows, and corner towers or turrets. The earliest remaining structure in the proposed Main Street Historic District exhibiting the influence of the Queen Anne Revival style is the Menomonee Hotel (WK 94-21) at N88 W16697 Appleton Ave. Built of brick veneer in 1892,^L the hotel's wooden rectangular turret or tower placed over the corner entrance originally ornamented with decorative shingles is the main and almost only stylistic element apparent in the design associated with the Queen Anne Revival style. The Queen Anne Revival design of the Klondike Saloon and Central Hotel (WK 92-2), at N88 W16567 Main Street, built a few years later in 1897, used a stepped gable, an oriel window and stick ornamentation to create the irregularity of surface essential to the

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8. SIGNIFICANCE - (Continued)

Architectural Development

style.^M Unfortunately much of the Queen Anne character has been diminished by the application of modern siding. Oriel or second-story bay windows are the key feature in the simplified early 20th century Queen Anne design found in the Edward Stark Block (WK 91-34), built in 1904 at N88 W16733 Appleton Avenue.^N Also exhibiting the cornice, parapet and frieze associated with the Neo-Classic Revival style popular at the time of construction, the Stark Block is typical of the reduced ornament of the early 20th century. The Stark Block, later known as the Hoyt Block, has been well preserved, with only minor alterations such as the application of siding on the apron of the bay windows. The storefront has been altered slightly, detracting from its original architectural character. Once the best example of surface ornamentation in the district, the Thomas Building, N88 W16739 Main Street, originally was characterized by courses of patterned wood shingles and stained glass in the gable gambrel end.^O The building has been altered by the recent application of modern siding.

The structures built in the early 20th century in the proposed Main Street Historic District reflect the conflicting trends of historic architectural styles and the new, modern styles that characterized the period. Neo-Classicisim was the major design source for historic-styled commercial structures in Menomonee Falls after the turn of the century. As in the Stark-Hoyt Block previously mentioned, the Neo-Classic influence is limited, used on vernacular buildings to suggest the style rather than reproduce a fully-developed interpretation of the style. Further restricted by the decreased use of ornamentation in general in the early 20th century, the Mace Block, constructed in 1909^P at N88 W16665 Main Street (WK94-19), exhibits a plain pediment cornice, paneled frieze, and applied pilasters visually evident in the brickwork, creating a rather abstract interpretation of the Neo-Classic style.

The trend toward a new, modern style, was fueled by a distaste for decorative and historic styles of the past, surfaced in Menomonee Falls generally in the form of simple rectangular buildings with simple detailing. A limited reaction is reflected in the influence of the Prairie School, which in commercial architecture is called the "Chicago School", on the buildings of the 20th century constructed when State Highway 15 was being built through the proposed historic district. Exhibiting a rather utilitarian character, the box-like Reinhold Hille Building (WK91-33), built in 1920^Q at N88 W16712 Appleton Avenue, is designed with a band of windows decorated in the Prairie School manner with horizontal panels outlined with raised brick and accented by blocks of tile and white concrete in a geometric pattern. Although partially characterized by historic influences such as the sculptured parapet, the Hans Mueller Cafe, designed by Martin F. White in 1921^R at N88 W16718 Appleton Avenue (WK91-32), features a similar decorative panel of brick tile and white concrete inlaid geometric patterns.

Equally important to the architectural development of the proposed Menomonee Falls Historic District, the vernacular building tradition tempers most of the popular architectural influence affecting the commercial and industrial buildings. As a result, most buildings can more properly be described as influenced by rather than as an example of a particular accepted style. Generally more often built in a utilitarian manner, industrial buildings such as the Enterprise Roller Mill (WK 92-15), at N88 W16447 Main Street, exhibited reduced historic ornament at an earlier date than other non-residential structures. Built of thick walls of limestone, exhibiting a dressed cut-stone at the front of the building and rough stone at the rear, the Enterprise Mill was built in 1891 on the east bank of the Menomonee River, creating a massive sculptured appearance.^S Exhibiting almost no historic ornament, the building is characterized only by segmental arched doors and windows, with large, radiating stone voussoirs and a narrow, stone cornice. Although in excellent state of preservation, the interior and the exterior of the former mill building was sandblasted in c. 1955, when the mill was rehabilitated for use as an office and small factory operation.^T More typical of the late 19th century small vernacular commercial buildings, the 1896 Fye Building (WK 92-16), at N89 W16389 Main Street, is a simple rectangular, two-story brick structure ornamented only by a cornice of decorative brickwork and segmental arched windows.^U Both of these elements are derived from the Classical building tradition used for centuries by contractors and builders.

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3. SIGNIFICANCE - (Continued)

Historical Statement of Significance

The proposed Main Street Historic District gains local historical significance as a visual representation of the 19th and early 20th century entrepreneurial development within Menomonee Falls. This growth is evident in three stages: (1) between 1851 and the 1880's as an important milling and trade center, serving its local hinterlands; (2) between 1890 and 1910 as a commercial and small industrial center, stimulated by the arrival of the railroad; and (3) between the last portions of the second and third decades of the 20th century, as it expanded its services to meet the needs of a more mobile society along a major highway. Although a small portion of the proposed historic district preserves vestiges of the first period and economic reorientation in the third period, the largest portion represents the major business and industrial development along Main Street and Appleton Avenue stimulated by the arrival of the railroad.

Historical Development

Of the three communities established in the Town of Menomonee in the late 1830's and early 1840's, Menomonee Falls developed as its main trade center.¹ Although several mills appeared after 1838 between Main Street and the Lime Kiln Park, other commercial structures did not spread linearly along adjacent Fond du Lac Road or Appleton Avenue until after 1851.² Built in that year, Jesse Nehs' three-story grist mill attracted surrounding wheat farmers. They, in turn, drew the additional services of craftsmen, businessmen, and professional men during the 1850's and 1860's. Having purchased what would become most of downtown Menomonee Falls in 1844, Nehs platted the original section of Menomonee Falls along the intersection of Main Street and Appleton Avenue, the "Four Corners", in 1850. It became the center of the emerging commercial area. A contemporary residential neighborhood grew along Water Street.³

Mahlon Berringer erected the first commercial structure at the Four Corners, a general store, in 1853.⁴ The Van Vechten Block (WK 94-20), at N88 W16672 Main Street, also a general merchandise store, remains from this period. Initially established in the mid-1860's by Coate and Ostrander, the business continued until 1940 then under the ownership of Martin Held.⁵

The craftsmen operating in the period after mid-century increasingly competed against the growing number of specialized businesses carrying ready-made goods. Thus, these craftsmen often did not survive the 19th century.⁶ Two remaining structures represent these community craftsmen: the Hoenig and Lohn Clothing Store built in 1876 (WK 92-9), at N88 W16495 Main Street; and the Adam Ploss Residence and Shop erected in 1879 (WK 92-10), at N88 W16475 Main Street. Practicing by 1857, the former survived somewhat longer because he produced ready-made as well as custom-made clothing. Engaged in a trade in high demand during periods of development, Ploss also diversified his talents, practicing cabinetmaking, carpentry, and building design since 1856.⁷

In addition to saw and grist mills, woodworking, cooperage, agricultural manufacture, and lime processing developed along the falls area. Increasingly better transportation, growing markets, steam power, and available sources of capital assisted its growth.⁸ The central manufacturing establishment in this period, the Jesse Nehs grist mill remained the main milling operation until 1890. Although it survived into the 20th century as a custom mill, its buildings no longer remain.⁹ Established by Ira and Gifford Rowell and Anson Bradley in 1868, the Menomonee Falls Agricultural Works, later I. B. Rowell and Company Agricultural Works (WK 92-12), at N88 W16444 Main Street, became a major manufacturer of plows and cultivators.¹⁰

Much of the historic district is represented by businesses established during Menomonee Falls' rapid expansion during its second period of development between 1890 and 1910. In these two decades, Menomonee Falls altered from a local milling and trading center to a small manufacturing and important commercial center serving its rural communities. The arrival of the

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8. SIGNIFICANCE - (Continued)

Historical Development

railroad in 1890, linking it to trade outlets, and the incorporation of the community in 1892, providing organized support for development, stimulated this growth.¹¹ Still centered on the Four Corners at Main Street and Appleton Avenue, the business and industrial area expanded to North Water Street, the location of the railroad depot. Responding to added traffic created by the depot and expanding industries, a commercial area also developed along East Main Street. Anticipating this commercial expansion in 1886, Jesse Nehs platted his farm forming a large adjacent residential area along Grant, Cleveland, and Grand Avenues. Village merchants and manufacturers occupied this area.¹² Thus, the growth of several industries, especially milling, implement manufacture, and lime processing, improved transportation, residential growth, and the formal organization of Menomonee Falls supported commercial development. Menomonee Falls' industrial base developed primarily through the expansion of several key industries rather than the proliferation of manufacturing establishments.¹³ I. B. Rowell and Company Agricultural Works continued to increase production, serving markets throughout the northern midwest.¹⁴ Nehs' mill, (Lepper and Company) remained in operation as a custom mill.¹⁵ Founded in 1891 by Schlafer, Huebner and Company, the Enterprise Roller Mill not only performed custom grinding, but also operated as a merchant mill shipping its flour and other products to Milwaukee.¹⁶ Mace developed the lime industry on a much larger scale with the construction of three large lime kilns in 1891. The site of the kilns is recognized as a separate district (WK 92-5), at Mill Street between Main and Appleton.¹⁷ Founded in 1896, the Wisconsin Sugar Company operated successfully during the first decade of the 20th century.¹⁸

Major commercial growth developed along Main and Appleton, the original business center of Menomonee Falls. One of four hotels in Menomonee Falls, the Menomonee Hotel (WK 94-21), at N88 W16697 Appleton Ave., was erected in 1892 in response to increased mobility associated with the arrival of the railroad.¹⁹ Erected in 1892, the Obermann-Weber Block (WK 93-6), at N89 W1631 Main Street, contained numerous businesses, such as a saloon, a boot and shoe store, a grocery, tailor, law and dental offices, a drug store, and the office of the Wisconsin Sugar Beet Company.²⁰ The 1896 Fye Building (WK 92-16), at N89 W16389 Main Street, housed a general merchandise store and offices on its second floor.²¹ The Stark and Thomas Building (WK 94-22), at N88 W16733-35 Main Street, provided offices for the photography studio of the two partners, Henry Stark and Fred Thomas.²² The Nic Goeller Saloon appeared in 1897 (WK 92-2), at N88 W16567 Main Street.²³ Built in 1891, the Dr. Christian Rieger Home and Office contained the office of the veterinarian (WK 94-24), at N88 W16749 Main Street.²⁴

The early 20th century experienced continued expansion. The 1900 Thomas Building (WK 94-25), at N88 W16739 Main Street, contained a jewelry store.²⁵ Built in 1901 by a Menomonee Falls businessman, Cameron Fraser, the Fraser Block (WK 91-35), at N88 W16723 Appleton Avenue, provided space for the Citizen's State Bank, the post office, the Menomonee Falls News, and the Menomonee Falls Telephone Company.²⁷ Fraser was heavily involved with most of these enterprises. A prominent citizen, Dr. George Hoyt, served as the bank's president until 1925.²⁶ The 1904 Stark Hoyt Block (WK 91-34), at N88 W16731-33 Appleton Avenue, housed a variety store, an undertaker and a community hall on the second floor when first erected. Edward Stark was associated with the Wisconsin Beet Sugar Company. The M. A. Schmoyer Company men's wear store previously in the Van Vechten Block and a drygoods and shoe store were established in the Mace Block (WK 94-1) at N88 W16665 Main Street, built in 1909 adjacent to the Van Vechten Block.²⁸ These structures, comprising many of the pivotal and contributing buildings within the proposed historic district thus resulted from the turn-of-the-century commercial boom.

Period three, the 1920's, also witnessed additional commercial expansion during and following the construction of Highway 15 between 1919 and 1922 through Menomonee Falls. Stretching between the Illinois/Wisconsin border and Green Bay, Wisconsin, it was then the longest concrete road in the state.²⁹ Several businesses within the historic district were established to serve

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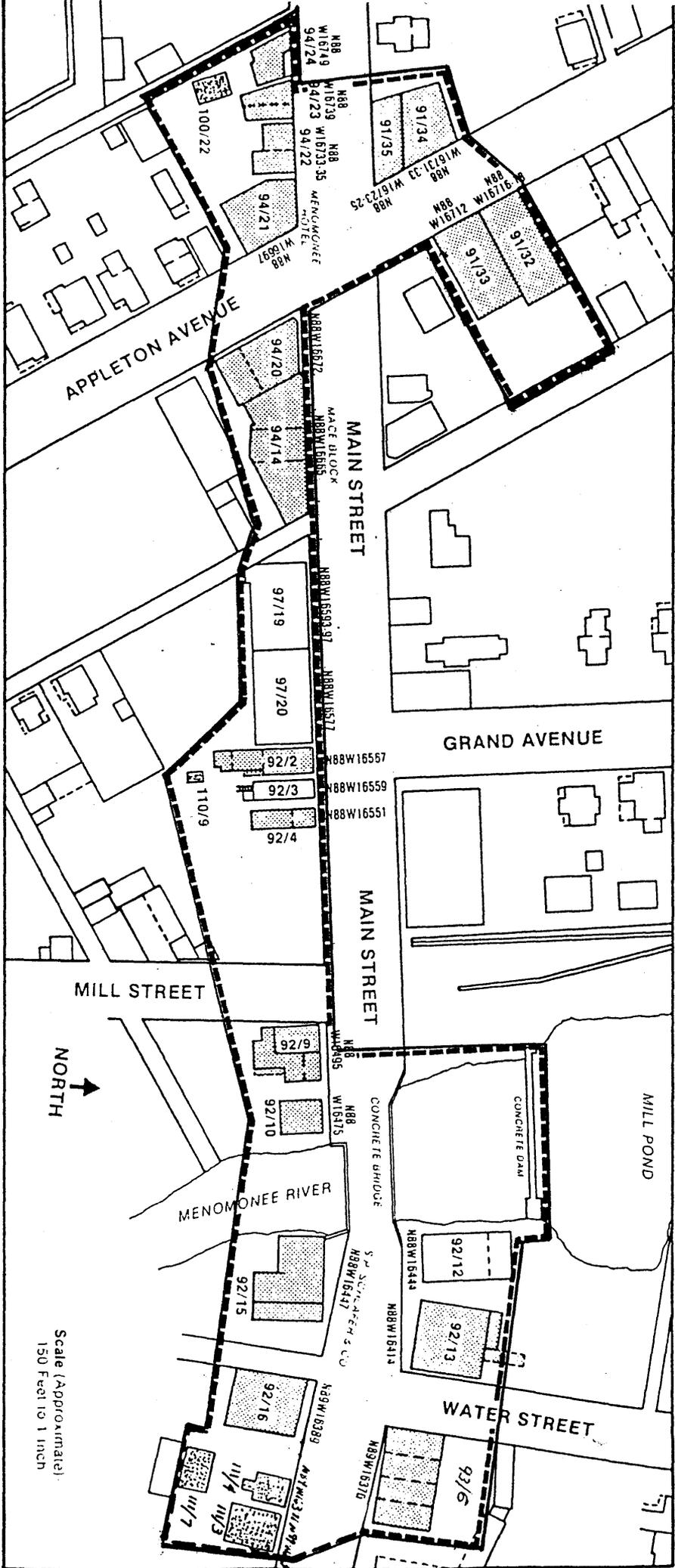
8. SIGNIFICANCE - (Continued)

Historical Development

the increased traffic created by the road and the growing availability of automobiles in its local hinterlands. Replacing most of the buildings of the I. B. Rowell and Company Agricultural Works in 1919, the Auto Sales Company Buick Garage (WK 94-13), at N88 W16414 Main Street, directly served these automobile travelers.³⁰ The Mueller Building (WK 91-22), at N88 W16716-18 Appleton Avenue, housed the expanding cafe business of Hans Mueller in 1921.³¹ The 1920 Hille Building (WK 91-33), at W16712 Appleton Avenue, offered additional space to Reinhold Hille's enlarged jewelry business.³² As mobility increased by the 1930's, Menomonee Falls lost much of its industry and remained a business center for the local area and a bedroom community serving Milwaukee.

Several non-contributing and visually neutral buildings appear within the proposed Main Street Historic District. Erected at the turn of the century by a local carpenter, Adolph Nehs, John's Barber Shop (WK 92-3), at N88 W16557-59 Main Street, and Ginger's (WK 92-4), at N88 W16551 Main Street, are not historically significant. The former has undergone considerable alteration and is a non-contributing structure. Since Ginger's is visually neutral, it is viewed as a contributing structure.³³ Although historically significant, the remaining structure of I. B. Rowell and Company Agricultural Works has undergone considerable alteration and is therefore also non-contributing.³⁴ Built in 1950, the C. M. Rintelman Building (WK 94-34), at N88 W16577 Main Street, is non-contributing because it fails to blend in with the surrounding architectural landscape.³⁵ On the other hand, the 1952 Ernst Himmel Building, at N88 W16593-97 Main Street, blends in with adjacent structures, but is non-contributing because of its recent construction date.

With the exception of several intruding buildings, the Main Street Historic District visually portrays the economic development of the Menomonee Falls business center on Main Street and Appleton Avenue. Many of the original buildings belonging to its first period of development as a milling and trading center were replaced by the rapid expansion at the turn of the century. Those remaining in the district primarily represent its craftsmen and merchants, significant aspects of the town's early development. In the 1890's Menomonee Falls' commercial area remained at the Four Corners, and therefore replaced many of the earlier structures. Those business blocks dating between 1890 and 1910 stand as a strong visual statement of the village's commercial success in this period of prosperity. The remaining structures in the proposed district represent the short period of economic expansion with the arrival of Highway 15 and the growth of automobile traffic. The proposed Main Street Historic District, then, contains those structures in Menomonee Falls which historically best represent its economic growth through the second half of the 19th and into the early 20th century.



Main Street Historic District

Menomonee Falls Intensive Survey

July 1986

- LEGEND:**
-  District Boundary
 -  Contributing
 -  Non-contributing
 -  Address Number
 -  Map Code

Scale (Approximate):
150 Feet to 1 inch