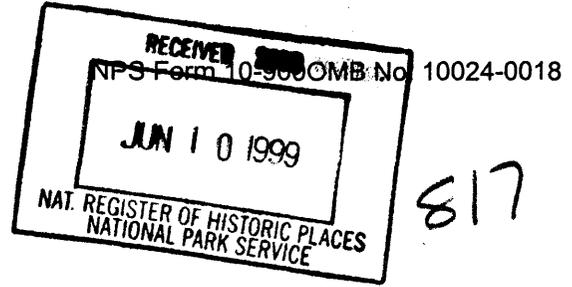


(January 1992)

United States Department of Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Broadway-Walnut Historic District

other names/site number N/A

2. Location

street & number 100 North and part 100 South Block Broadway; 100 North Block Pearl Street; 400 Block West Walnut St. N/A not for publication

city or town Green Bay N/A vicinity

state Wisconsin code WI county Brown code 009 zip code 54303

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide X locally. (See continuation sheet for additional comments.)

Alicia Z. [Signature] 6/1/99
Signature of certifying official/Title Date

State or Federal agency and bureau

Broadway-Walnut Historic District
Name of Property

Brown / Wisconsin
County and State

In my opinion, the property ___meets ___does not meet the National Register criteria.
(___See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

- I hereby certify that the property is:
- entered in the National Register.
___ See continuation sheet.
 - determined eligible for the National Register.
___ See continuation sheet.
 - determined not eligible for the National Register.
___ See continuation sheet.
 - removed from the National Register.

Jon

Signature of the Keeper

Date of Action

Edson A. Ball *7-8-99*

___ other, (explain:)

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Section 7 Page 1 Broadway-Walnut Historic District, Brown County, Wisconsin

I. Introduction

The Broadway-Walnut Historic District consists of 25 late-nineteenth and early- to-mid-twentieth century commercial buildings in the northeastern Wisconsin city of Green Bay. Of these, five are non-contributing, two due to being less than 50 years old as of the date of this nomination, the balance lacking significant integrity. All but one of the non-contributing buildings are small, one-story commercial buildings, and do not significantly impact the district's visual integrity. The district extends approximately one and one-half blocks along North and South Broadway, West Walnut Street, and North Pearl Street; the majority of the nominated buildings face Broadway, with the exception of two buildings on West Walnut, two on Hubbard Street near its intersection with North Broadway, and two on North Pearl Street. The district is bordered to the west by an alley immediately adjoining the rear facades of the buildings; it is bordered to the east by a similar alley, the North Pearl Street right-of-way, and, beyond Pearl Street, a railroad right-of-way. The district is bordered on the north by Hubbard Street; the parcels immediately north of Hubbard Street adjoining the district are vacant or are occupied by non-historic buildings. The southern border of the business district is also defined by vacant parcels and parcels having non-historic structures; the balance of these blocks beyond the southernmost buildings included in the district consist of a markedly lower density area of predominately auto-oriented business development, warehouse and industrial space, and a former school building. As a result, the east and west borders of the district may be seen to arise from the district's developmental history; the north and south borders resulting from non-historic developments.

Those buildings retaining integrity represent a range of late-nineteenth to mid-twentieth century, predominately vernacular commercial architecture that typifies the developmental history of the historic Fort Howard/West Green Bay commercial district. There is one mid-nineteenth century building, at 145 North Pearl Street, as well. The designs range from vernacular and elaborately decorated commercial blocks with two or more storefronts, to two-story, single-storefront edifices with modest to outstanding ornamentation, to utilitarian warehouse structures. The district also includes several specialized building forms, such as a former stable and an Art Moderne motion picture theater. With a few notable exceptions, most of the contributing commercial buildings have undergone storefront renovations since their construction; some of these storefronts are now of historic vintage in their own right and will be identified as such. The contributing buildings generally demonstrate acceptable to excellent integrity of their second- and, in two cases, third- story facades (none of the buildings are taller than three stories); those that have one story were determined to have acceptable integrity if historic design or materials were apparent above or surrounding the storefront area. Non-contributing buildings generally do not evidence historic materials or design on any portion of their facades.

The previous overview raises issues particularly pertinent to this district's discussion; like many historic commercial districts, some of buildings in the Broadway-Walnut Historic District defy the limited vocabulary pertaining to such buildings, as contained in the architectural sections of the State Historical Society of Wisconsin's benchmark publication, Cultural Resources Management in Wisconsin (CRMW). As proposed in CRMW, commercial buildings are categorized as unspecifically

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vernacular structures or by the names commonly attributed to domestic buildings demonstrating certain similar design characteristics, such as "Italianate" for commercial buildings with arched windows, carved or paired cornice brackets and elaborate hood molds, or "Queen Anne" for buildings with semi-hexagonal bays, turrets or scroll-sawn decoration. Many of the buildings in the Broadway-Walnut Historic District fit these designations to a greater or lesser extent, and will be identified as such. Several others demonstrate the influences of the Art Deco and Streamlined styles, both delineated in commercial terms by the CRMW, and these features will be noted. However, several of the district's buildings are excellent examples of vernacular building forms common to commercial districts of this region and era; these will also be examined and highlighted. It should be recalled that, over ten years after the publication of the CRMW, the universally accepted vocabulary of commercial architectural styles is still far more limited than that pertaining to residential buildings.

II. Inventory:

Following is the complete inventory of contributing and non-contributing buildings within the district.

<u>Address</u>	<u>Historic Name</u>	<u>Date of Construction</u>	<u>Class.</u>
407-415 W. Walnut	Music Hall	1882	C
405 W. Walnut	West Theater	1924/1943	C
100 S. Broadway	Albert Gray Building	1899	C
110 S. Broadway	George Beyer Plumber	1922	C
112-114 S. Broadway	Paul Jules Saloon	1883	C
116 S. Broadway	Napa Auto Parts	c. 1960	N
107-109 N. Broadway	J.L. Jorgensen Building	1879	C
111 N. Broadway	Post Office	1900	C
115 N. Broadway	Thomas Burns Hardware	c. 1883	C
117 N. Broadway	--	c. 1965	N
121-123 N. Broadway	Green Bay Review Printing	1902	C
125 N. Broadway	Warren Ringsdorf - Dentist	1894	C
127 N. Broadway	Beemster Electric	1926	C
131 N. Broadway	Art Mosaic Tile Company	1923	C
133 N. Broadway	Beemster Electric Co.	1939	C
137-139 N. Broadway	Jones Motor Co. Garage	1945	N
143 N. Broadway	Jones Motor Co.	1931	C
147 N. Broadway	Anton Brehme -- Plumber	1897	C
149-157 N. Broadway	West Side Garage	1914	N
159 N. Broadway	Green Bay Ice Cream and Dairy Garage	1916	C
419 Hubbard	Early Tire and Battery Co.	1929	N
134 N. Broadway	International Harvester Co.	1905	C
142 N. Broadway	International Harvester Co.	1936	C
145 N. Pearl St.	Blesch Brewery	c. 1856	C
163 N. Pearl St.	Alois Thomas - Wholesale Cheese	1911/1945	C

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Section 7 Page 3 Broadway-Walnut Historic District, Brown County, Wisconsin

III. Descriptions

Following are descriptions of current and historic appearances of several buildings in the district, commencing at the south end of the district and proceeding north:

Albert Gray Building (1899) : 100 S. Broadway

This elaborate, two-story, red brick commercial block dominates the corner of West Walnut and Broadway and visually anchors the south end of the historic district. It is adjoined to the south by two historic two-story and one non-historic one-story building, and to the west by two buildings described below. The building has seven second-story bays along Broadway and three along West Walnut; the interior corner bays are both flanked by a single staircase bay. The second story is dominated visually by three semi-hexagonal bays, one at the center of the West Walnut facade and one each at the second and sixth bays on the Broadway facade, counting from the Broadway-Walnut corner. Each bay consisted of three tall, narrow rectangular windows with transom lights; these have received non-historic replacements. The corners of each facet of the semi-hexagonal bays are demarcated by narrow pilasters, which intersect a series of arched corbels applied above the windows. Each of these semi-hexagonal bays is flanked by two bays containing a pair of tall windows surmounted by round-headed arches infilled with a checkered, brick header pattern and surmounted by a limestone keystone. A rough-hewn stone water course circles the building and demarcates the upper and lower reaches of these windows; the original sash has been replaced with non-historic materials. The central bay of the east-facing facade has three bays demarcated by piers; these have three windows at the second story of the same height as the ones previously described but lacking the arches; the sash of these openings has been replaced in a similar manner. The two stairway bays are each marked by a single window opening; these have been completely infilled with siding panels.

The building's four storefronts were altered following the historic period. The building is surmounted by a simple, pressed-metal cornice with dentils; a turret surmounting the corner was removed during the early twentieth century.

West Theater (1924/1943): 405 W. Walnut:

This building, constructed initially as an auto sales showroom, received its present facade and was renovated to become a theater in 1943. The Art Moderne facade has an arched central entry bay. It is inset from the plane of the facade and projects above the line of the cornice. The entry's four sets of wood glazed double doors are surmounted by a projecting marquee with the letters of the word "WEST" standing above the upper edge of the marquee on either side; this feature appears to be original to the 1943 conversion. The facade to either side of this entry bay consists of mirror-image walls which extend along the street and curve inward at their interior corners to meet the plane of the entry bay. The curved portion of each side of the facade is inset with a shallow display case. The west display case adjoins a small storefront with a utilitarian door and three display windows; a similar but smaller storefront on the east side appears to have been covered with painted plywood panels. The balance of the facade on either side of the entry is faced with enameled steel panels. This facade is highly intact, and represents the only extant Art Moderne theater in Green Bay.

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Music Hall (1882): 409-415 W. Walnut Street.

This building, which is in relatively poor condition, is one of the most historically significant buildings in the district. Also known as McCartney's Block, this utilitarian, two-story, brick structure was constructed by one of Fort Howard's most prominent businessmen to house the first bank established in Fort Howard, as discussed below. This building has ten evenly-spaced bays across its primary facade and six bays along its Chestnut Street side; with the exception of an elaborate and highly intact brick corbeled cornice, the building has no notable architectural ornamentation. The window sash have been replaced with smaller units and infill panels, and the storefront and transom areas has been obscured by non-historic alterations. Severe spalling is evident across the second story and parapet. Despite these alterations, the building retains sufficient integrity to contribute to the integrity of the district and to adequately represent its historic role in the community.

J.L. Jorgensen Building (1879): 107-109 N. Broadway:

The first headquarters of one of Green Bay's leading historic department stores, this building is both historically significant and highly intact. The five-bay, two-story, brick building is crowned by a pressed-metal cornice with a raised pressed metal name stone at the center. This cornice rests on an elaborate cornice detailing in brick relief designed to resemble paired Italianate brackets and a frieze inset with lozenges. The five windows have original sash under aluminum-clad storm windows; each window is surmounted by a pressed-metal Italianate hood mold in a crown shape. The storefront lintel is demarcated above by a single row of sawtoothed brick. The entire storefront area, which is entirely faced in black tile, appears to date from the 1930s; both of the two storefronts are deeply inset in front of a mosaic entry. The storefront at 109 N. Broadway is flanked by sawtoothed display windows which provide three angled display spaces while converging on the center entry. This storefront's transom window is also visible; that of the southern storefront is obscured by a sign. A single steel door with a tall transom light is located between the two storefronts and leads to the upstairs rooms. This building may be considered highly intact; the storefront, although not original, is historic in its own right.

Thomas Burns Hardware (c. 1883¹): 115 N. Broadway

This highly intact building is the only pre-1900 structure in the district to maintain its original storefront. The building is three bays in width, two stories in height, and has vernacular Italianate detailing consistent with its period of construction. The building has a narrow cornice of brick dentils over a wide frieze-like area divided by raised brick columns and inset with patterns of recessed bricks arranged in a cross pattern. The three second-story windows have original round-headed, two-over-two glazing and are surmounted by raised brick semicircular arches with keystone detailing. The storefront transom light is covered by a sign; the storefront has a slightly inset center entry bay with original, wood glazed double doors flanked by cast iron columns. With the exception of the obscured transom light, this facade is entirely intact.

¹ Tax records for the City of Fort Howard are not extant for the period of this building's construction; 1883 is the earliest date for which proof of the building's existence exists.

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Warren Ringsdorf Building (1894): 125 N. Broadway

This building, obscured for decades by an applied synthetic stone facade which rendered it non-contributing in the 1988 Determination of Eligibility completed for the district, was renovated and much of its facade restored in 1995. The building's second story is dominated by a projecting semi-hexagonal bay. The bay has a copper roof matching the original as documented in historic photographs, original wainscoting under the windows, and original stained-glass transom lights above all three windows. The center window is historic; the side windows are recently installed to match the historic appearance of the openings and replaced smaller non-historic windows. The storefront itself dates from the mid-1930s; the balance of the storefront area is non-historic.

Jones Motor Company, (1931): 143 N. Broadway

This highly intact building is an outstanding example of the Egyptian Revival Style as employed in the early twentieth century. One story in height and having a tripartite design, the Jones Motor Company building is faced in bright gold terra cotta panels with bright blue and green detailing. The central bay stands about one-and one-quarter times the height of the flanking bays, and is surmounted by a blue cornice with a wide, reeded frieze into which is set a winged sun emblem in gold ceramic. The sides of the central bay are marked by slightly battered and projecting piers which are crowned near the cornice with simple blue capitals overlaid with a long, narrow medallion with a fish scale pattern that projects beyond the capitals. The storefront area has a central inset entry flanked by narrow display windows; the narrow interior piers of these windows are each marked at the top by a green lotus emblem. The flanking bays are of the same height and width as each other; both are crowned by a narrow blue cornice band. The northernmost bay has a three-pane display window of similar proportions to the entry and display windows on the center pier; these are slightly shorter than those in the central bay. The display window's panes are divided by narrow mullions; these are surmounted with lotus fans identical to those on the central bay. The southernmost bay is dominated by a single overhead garage door with wood panels and glazing. This exceptional building is in highly original condition.

Brehme Plumbing (1897): 147 N. Broadway:

This building, one of the smallest in the district, was also considered non-contributing during the 1988 examination. It was entirely obscured behind an applied glazed brick facade. The facade was restored in 1996. This one-story, one-storefront building is defined by simple piers at either side. These rise to a simple cornice with small, brick corbels and a rough-hewn stone watercourse. The storefront, which is a recent replacement, was designed to replicate the historic storefront as documented in historic photos.

International Harvester Co. Building (1905): 134 N. Broadway

This three-story, three-bay building was historically part of a complex that dominated this block. A nearly identical building, which stood to the south of the extant building, was demolished following the district's period of significance. Constructed of red brick, the building has three bays with triple windows at both the second and third floor. The third story windows are in plain surrounds with narrow stone sills, while the second story windows are set under stone keystones. The area between

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the second and third story windows are inset with a brick decorative motif in a diamond pattern; a pair of diamonds are centered under each individual window. A simplified diamond pattern extends across the cornice above a discolored area, indicating the location of the International Harvester sign; the center of the cornice is marked by a plain brick panel. The storefront has a five-bay display window and a single pedestrian entrance at the southern end. This door, the display windows, and the second and third story windows were replaced during the building's renovation in the late 1980s, after years of minimal use; these closely resemble the original features as documented. The building retains, overall, a high level of integrity.

Thomas Produce Company Office/Warehouse (1911/1945): 163 N. Pearl St.

This building represents the largest extant warehouse building in the district; wholesale and warehouse establishments were historically numerous along Pearl Street, next to the railroad right-of-way. The 1911 portion of the building is three stories in height and constructed in dark brick. The Pearl Street facade of the 1911 building is symmetrical, with a central pedestrian entry under a covered stoop flanked by two Chicago-style windows in wide wood frames. The second and third stories consist of a central window flanked by wider windows to each side; these are in a plain surround and rest at the second story on a narrow concrete watercourse and at the third story on a narrow concrete sill. With the possible exception of the central third story window, all of the second and third story glazing has been replaced by glass block or brick infill. The cornice has a slightly pointed parapet resting on a smooth concrete watercourse, and the corners of the facade are defined by slightly projecting piers inset with smooth concrete medallions. The Hubbard Street facade, which is clearly secondary, has two overhead, loading bay doors and many of the same features and alterations, although two of the eight upper story windows may be original. The Broadway-facing side of the facade, which was historically obscured by another building, is also similar in form, but less detailed and more utilitarian. The 1945 addition is constructed of brick with a concrete structure, and is entirely utilitarian. Despite some alterations, the Thomas Produce Building retains sufficient integrity to represent an important aspect of the history of the district.

IV: Conclusion

Although buildings in the Broadway-Walnut Historic District have generally undergone some alterations, most frequently to the windows and storefront areas, the district maintains an overall high level of integrity, with sufficient historic fabric and features to be considered eligible for the National Register of Historic Places. The district has excellent overall streetscape integrity; only one vacant lot in the southern portion of the district represents a demolished historic building. The single larger building that has been determined non-contributing received this designation due to applied facade treatments that one may presume will prove reversible in the future. The contributing commercial buildings in the district demonstrate adequate to exceptional integrity above the storefront area, and include original features such as cornices, hood molds, and brick or applied ornamentation. Storefront alterations range from historic to recent; on a few of the district's contributing buildings the extant storefront is historic in its own right. As a result, the Broadway-Walnut Historic District may be determined to have fine integrity as a mature, traditional commercial district.

Broadway-Walnut Historic District

Brown / Wisconsin

Name of Property

County and State

8. Statement of Significance

Applicable National Register Criteria

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

A Property is associated with events that have made a significant contribution to the broad patterns of our history.

B Property is associated with the lives of persons significant in our past.

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

Areas of Significance

(Enter categories from instructions)

COMMERCE

SOCIAL HISTORY

Period of Significance

1879- 1947

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

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Section 8 Page 1 Broadway-Walnut Historic District, Brown County, Wisconsin

I. Introduction

The Broadway-Walnut Historic District is eligible for the National Register of Historic Places under National Register Criterion A, due to its association with and contribution to Green Bay's development as a commercial and service center in northern Wisconsin. As a result of the district's physical and developmental cohesion, it represents a significant and distinguishable entity whose components, as only one would be considered individually eligible for the National Register, lack individual distinction, but which collectively represents and embodies an essential element in the development of the city of Green Bay and the surrounding region. One building in the district, the Jones Motor Company store at 143 N. Broadway, is also an excellent example of the Egyptian Revival Style of the early twentieth century as applied to a small commercial building.

The period of significance starts in 1879 with the building of the J.L. Jorgensen Building which was a leading department store to 1947 the cut off of the 50 year historic period. 1879 marks the beginning of the district's service as a primary local center of commerce, service and activity. The period of significance does not include the circa 1856 Blesch Brewery which was historically altered and no longer retains the look of a brewery.

The Broadway-Walnut Historic District served as a primary nucleus of commercial activity in the Fort Howard/West Green Bay business district. The area is northeast Wisconsin's primary commercial, industrial and distribution center. The Broadway-Walnut Historic District served both city residents and people of outlying areas, who came to the area for shopping, entertainment, and a variety of services. To a greater extent than other portions of the Green Bay west side central business district, the businesses of the Broadway-Walnut area were strongly oriented to shipping and farm supply retail, both made possible by the proximity of the Chicago & North Western Railway and the former Military Road, later the Shawano Road, which extended west from Green Bay and began immediately west of the district. Throughout the period of historic significance, extending from 1879 to 1947, the Broadway-Walnut Historic District gained a selection of predominately vernacular examples of nineteenth- and twentieth-century commercial architectural styles and forms, as well as one individually architecturally significant building, and developed into a cohesive node in the city's west side business district. The Broadway-Walnut Historic District comprises a significant portion of the city's extant historic central business district building stock; in conjunction with the Broadway-Dousman Historic District, which lies to the north, the Broadway-Walnut Historic District substantially embodies the history and development of Green Bay's west side commercial district.

II. Historical Context: Cities of Green Bay and Fort Howard.

A. Physical Context:

The city of Green Bay lies in Brown County, approximately 120 miles north of the city of Milwaukee; it is the third largest city in the state and the largest city in northeastern Wisconsin. The city spans both east and west sides of the Fox River, a major state waterway which runs north and east from the south-central portion of the state through Lake Winnebago and empties at the northern limits of the City of Green Bay into Green Bay, a narrow arm of Lake Michigan. Prior to their merger in 1895, the area comprising the modern City of Green Bay consisted of two separate communities: Green Bay to the east of the river, and Fort Howard, named for an early nineteenth century American fort, on the west. As a result of the physical characteristics of the river, both settlements developed in the early nineteenth century adjacent to the river on relatively higher ground approximately one mile south of the river's marshy mouth. The river and bay provided the area settlements with an early advantage in terms of water transportation, with the Fox River, after improvements, providing access to the interior of the state, and the bay providing a relatively

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sheltered harbor for Great Lakes traffic. Transportation was further aided by the arrival of the Chicago & Northwestern rail line and the establishment of its Fort Howard depot as a regional hub in 1862. Later railways and highways also tended to converge at Green Bay, an evolution that allowed the city, and in particular the former Fort Howard central business district, to develop a range of businesses oriented toward retail, wholesale, and distribution.

Lying near the southern edge of the historic logging region of northern Wisconsin, Fort Howard and Green Bay were positioned to become primary regional markets by the mid-nineteenth century. Although Green Bay's development as a city had its roots in the early-nineteenth century fur trade, and Fort Howard had grown from a settlement surrounding a garrison established to protect American interests in the fur trade, the two cities' development began in earnest following the Civil War, as demand for the region's lumber and hand-produced wood shingles mushroomed. Following the exhaustion of lumbering in the region by the 1880s, and the conversion of much of the region's outlying land to grain and later dairy farms, agriculture-related businesses prospered, particularly in Fort Howard, from sales and shipping of produce and goods to and from area farmers. Thus both physical and economic geography resulted in a specific commercial environment; these characteristics are exemplified in the Broadway-Walnut Historic District. The forms of the district's buildings and their historical uses exemplify the development of the Fort Howard/West Green Bay business district to meet specific local needs.

B. Initial settlement and development

Although most of the extant buildings in the Broadway-Walnut Historic District postdate the merger of Green Bay and Fort Howard in 1895, the district's form and function were to a great extent determined by business district characteristics which developed in the mid- to late- nineteenth century, when Broadway and West Walnut served as primary commercial arteries for the city of Fort Howard. Additionally, as discussed below, the merger of the two communities in 1895 resulted in little change in the nature and function of the Broadway-Walnut Historic District during the period of historic significance. As a result, the period of historic significance cited above may be seen to represent a continuous period of related development. The change in the name attached to the west side business district after 1895 reflecting a political change, rather than an alteration in the course of the district's development prior to World War II.

As cited above, the city of Fort Howard took its name from an American military outpost, which was located near the west bank of the Fox River approximately one-half mile northeast of the Broadway-Walnut Historic District. Established in 1816 on the site of previous French and British installations, Fort Howard represented the first United States attempt to assert control over this distant portion of the Northwest Territory. Until that time, the fort's vicinity had been almost exclusively occupied by French-descended and *metis* inhabitants, who traded with area Native Americans for furs which were then sold in the eastern United States and Canada. The establishment of the fort introduced the first influx of Euro-American settlers to the region, as officers and soldiers and their families, as well as other American citizens seeking new opportunities, moved to the fort's vicinity. Although many settled on the east side of the river, a significant settlement of Americans developed around the stockaded fort. Some settled around the

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stockade because of fears of Native American retaliation, while others viewed the fort as an excellent market for goods, foodstuffs and services and recognized its inhabitants as social leaders. The existence of the fort, however, also severely truncated the amount of available land for permanent settlement west of the river; the fort and its associated lands monopolized a large tract of desirable land near the river and hindered efforts to establish a platted community. Two villages were platted on the east side of the river in 1829 and 1835; by the time they merged to form the borough of Green Bay in 1838, settlement on the east side had far outstripped that on the west. By 1850, the borough of Green Bay had nearly 2000 inhabitants, as opposed to the Howard settlement's 567.²

Following the decline of the fur trade and the cessation of lands in northeast Wisconsin by Native Americans during the 1830s, the fort was abandoned in 1842. After a brief period of use after the Mexican-American War, the fort was permanently vacated in 1852.³ The Town of Howard, including much of the region west of the Fox River, was established in 1842;⁴ in 1849 claims for a portion of the former military reserve were filed by several individuals who had bought the rights to the claims from their pre-1816 owners.⁵ In 1850, Joel S. Fisk and John W. Arndt platted portions of their holdings as the Town Plat of Fort Howard. Other plats followed quickly; by 1860 most of the Fort Howard business district area had been platted, with the exception of the land where the fort buildings stood. Most of the fort's buildings were sold and moved from the site by the early 1860s, although the parcel remained federal property until it was granted to the Chicago & North Western Railway in 1862. During the pre-Civil War decade, the newly-platted settlement, which was incorporated as a borough in 1856,⁶ grew slowly, with a few commercial establishments and homes being built on the new lots. At least one of the earliest businesses continued to trade primarily with Native Americans, who continued to come to the settlement from the nearby Oneida Reservation.⁷

B. Evolution of District During Period of Historic Significance:

In 1862, the first rail line to reach the Green Bay vicinity arrived at Fort Howard. The Chicago & North Western Railway established a terminus on the site of the former fort; in 1871, lines were continued north to the Peshtigo area in order to tap the growing demand for lumber products from

² Jack Rudolph, Green Bay: A Pictorial History (Norfolk, Virginia: The Donning Company, 1983), 34.

³ Deborah Martin, History of Brown County, Volume 1 (Chicago: S.J. Clarke Co., 1913), 149.

⁴ Martin, *op cit.*, 298.

⁵ Bella French, The American Sketch Book: History of Brown County (Green Bay: American Sketch Book Company, 1876), 136.

⁶ Timothy Heggland et al., Green Bay Intensive Survey Final Report (Green Bay: Redevelopment Authority, 1988), 13.

⁷ French, *op cit.*

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northern Wisconsin. By World War I these lines had been extended across northern Wisconsin and the Upper Peninsula of Michigan. Since the expected profitable markets were located on the west side of the bay, no attempt was made to extend lines across to the east side of the river; as a result, Fort Howard gained a significant transportation advantage over the city of Green Bay that lasted until the merger of the cities in 1895. A smaller but significant rail line was also begun in Fort Howard in 1871: the Green Bay & Lake Pepin Railway, later the Green Bay & Western Railway. It had its terminus, headquarters and yards in southern Fort Howard near its junction with the C&NW line. The Green Bay & Western eventually reached across the entire state, from Kewaunee on the east to Winona, Minnesota, on the west.

The combination of diverse rail access and the statewide explosion of industry and immigration following the Civil War had a profound effect on Fort Howard, which became a city in 1873. Although Fort Howard remained geographically and demographically smaller than Green Bay, the city became commonly acknowledged as the industrial center of the region. Primary Fort Howard industries prior to 1880 included lumber mills and shingle mills, shipbuilding yards, foundries, and charcoal mills. These industries declined quickly after the exhaustion of the area's lumber in the 1870s and 1880s, but other industries, especially those based on agricultural products, proliferated in the late nineteenth and early twentieth centuries. One of the primary industries to develop in the Fort Howard area was vegetable canning, led by the Larsen Canning Company, established in 1890 on its present site one block north of the Broadway-Walnut Historic District. A creamery established on Broadway west of the Broadway-Walnut Historic District also continued the industrial tradition into the twentieth century, as did Northwest Engineering's crane and construction equipment manufacturing complex, established in 1921 southeast of the Broadway-Walnut intersection.

Proximity to the rail lines, as well as to the piers and docking facilities serving river and lake traffic, fostered the growth of numerous wholesalers, shippers and distributors in the Fort Howard/West Green Bay business district. Such businesses transferred the outlying region's produce, grain, and later dairy products to both eastern markets and to lumber camps in northern Wisconsin and the Upper Peninsula of Michigan; some also transferred shipments from distant manufacturers to the retailers of the small towns in the Midwest. Industrial establishments and wholesale or shipping concerns tended to concentrate throughout the historic period along Pearl Street, which was adjacent to the railroad right-of-way and was the closest street to the river. Industries requiring large tracts of land predominately developed along the river in the southern portion of Fort Howard. By the last quarter of the nineteenth century, Broadway had developed as the primary retail corridor for Fort Howard; however, industrial and distributing concerns also located with some frequency along and near Broadway, as will be shown below.

Although Green Bay prior to 1895 also had an array of typical nineteenth-century industrial concerns, and had several wholesalers and distributors, it was commonly perceived as the service and retail center of the region. As early as the mid-nineteenth century, Green Bay's Washington Street, the north-south street next to the river on the east side, had become the premier commercial address in the region; the area's finest hotels and most prestigious retailers were concentrated on or near Washington Street during the late nineteenth to mid-twentieth centuries. As the larger

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community and the county seat, Green Bay also tended to host most of the area's professionals, including doctors and lawyers. An 1877 list of professionals in the county indicates only four doctors and two attorneys practicing in Fort Howard, as opposed to 13 doctors and 23 lawyers in Green Bay.⁸ As a result, residents of Fort Howard and outlying communities in the Green Bay area tended to seek any desired high-end retail or personal services in downtown Green Bay, especially after construction of the first bridge across the river in 1862. This tendency continued for decades after the merger of the two cities, as the geographic commercial patterns continued with little alteration.

The Fort Howard/West Green Bay business district, however, continued to occupy several specific retail niches, serving both the industries and the nearby working-class neighborhoods of Fort Howard, as well as the farmers and loggers beyond Fort Howard to the north and west. The 1858 establishment of the Military Road leading from Fort Howard to the Wolf River, approximately sixty miles west, had opened a significant portion of the interior of the state to logging and farming; permanent settlement of the region swelled in the late nineteenth century. As a result of population growth in the region, as well as in the urban neighborhoods west of Broadway, retailers of moderately-priced dry goods, hardware, groceries, meats, drugs, agricultural implements, and other necessities proliferated in the Broadway area beginning in the 1870s, as did taverns, features of most Wisconsin commercial districts and particularly of those districts oriented toward working-class, immigrant and farming customer bases. A provision of Fort Howard's incorporation forbade the sale of alcohol west of Broadway; as a result of this fact and of the geographical concentration of industrial concerns, taverns appear to have occurred along Broadway at a somewhat higher rate than in comparably-sized commercial districts. It bears noting, however, that taverns appeared in high concentrations in other portions of Green Bay's commercial districts and in outlying communities as well.

As a result of the proximity of the railroads and industry employment opportunities, a large, predominately immigrant neighborhood developed to the west of the Fort Howard/West Green Bay business district during the historic period, beginning in the 1850s and continuing beyond the turn of the century. A large influx of Irish, German and Scandinavian immigrants began to arrive in the area in the mid-nineteenth century, establishing distinct enclaves that were generally oriented around churches, fraternal benefit organizations and other community amenities. The area south and west of the intersection of Broadway and West Walnut streets became a predominately Scandinavian neighborhood, while the neighborhood north and west of the Broadway-Walnut intersection became known as the "Irish Patch," due to a preponderance of Irish immigrants, a significant portion of whom worked for the Chicago & North Western nearby.⁹ Similarly, the farming population in the vicinity west of Fort Howard also tended to be dominated by former immigrants, particularly those of Polish and German descent who arrived after the Civil War.

⁸ French, *op cit.*, 309-311.

⁹ Rudolph, *op cit.*, 52.

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Although both farm families and neighborhood residents are likely to have frequented many of the Fort Howard business district's establishments, such as the hardware stores and taverns, groups of businesses developed that clearly depended on one population group to a greater extent than the other. Farm-oriented businesses, such as agricultural implements and seed sales, tended to concentrate near the Broadway-Walnut intersection, while the Broadway-Dousman Historic District tended to be dominated by businesses that served neighborhood needs. The Broadway-Walnut Historic District businesses included a large International Harvester headquarters and showroom at 134 N. Broadway and a wholesale seed dealer at 109 N. Broadway during the 1930s. The Broadway-Walnut Historic District also evidences a historically high rate of hardware dealers, plumbers and sheet metal workers, businesses which are likely to have been patronized by farm families and neighborhood residents alike.

Despite the growth of industry and commerce in the Fort Howard business district during the late nineteenth century, economic and political pressure continued to mount in support of merging Green Bay and Fort Howard into one community. Although a sense of rivalry had pervaded much of the relationship between the two communities during the late nineteenth century, the mutual benefits of merging the two cities was apparently obvious; an 1895 referendum on "consolidation" passed overwhelmingly in both communities.¹⁰ Consolidation, however, meant little change in the function of the business district on the west side of the city, which continued to serve predominately the same markets with many of the same types of businesses from consolidation through World War II.

D. Decline of district following period of significance

During the post-war era, significant geographic and economic changes in the Green Bay region began to substantially impact the Fort Howard/West Green Bay business district. Due to prevailing winds and the pattern of availability of former farm land for development, Green Bay's far west side saw significantly more rapid suburban residential development during the 1950s than did the far east side, which was beset by unpleasant fumes from pulp mills on the near northeast side of the city, and which was limited geographically by a more entrenched farming culture. Green Bay's first suburban pedestrian mall was also developed on the west side, less than five minutes by car from the Fort Howard/West Green Bay business district, in 1966,¹¹ when the Green Bay Sears outlet relocated from Main Street on the east side to a location that, at that time, was at the western edge of the incorporated city. Mushrooming residential construction on the west side led to a proliferation of strip malls and other types of suburban retailers; as a result, both population and commercial business began to shift from the near west side of the city to the new developments.

By the 1970s, with much of this shift complete, the Broadway district of Green Bay had developed something of a local reputation as an unsavory location. Due to the previously-cited limitations on alcohol sales in the former Fort Howard area, taverns tended to predominate along Broadway;

¹⁰ Rudolph, *op cit.*, 70.

¹¹ Wright Directory, City of Green Bay, 1967.

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during the 1960s and 1970s former retail and service buildings were, in many cases, converted to taverns. Other buildings became underutilized and experienced varying levels of deferred maintenance. In the early 1980s, the City of Green Bay Redevelopment Authority undertook some limited activities geared toward improving the Broadway area, focusing in particular on the blocks adjoining the Broadway-Dousman intersection; modest streetscape amenities and some building alterations were introduced at this time, and some buildings between Walnut and Dousman were demolished for new construction. At present, the Broadway-Walnut Historic District includes both highly successful businesses and underutilized buildings; the second stories of some buildings include a significant concentration of low-income rental units. This district became part of Green Bay's Main Street program area in 1995, and has since received some measure of attention through promotional efforts, business recruitment and development, and design and preservation assistance. This nomination is prepared in order to allow building owners to more readily benefit from federal and state investment tax credits, the Wisconsin Historic Building Code, and other programs supportive of historic preservation.

III. Significance: Historic

A. Role of District as regional hub:

The Broadway-Walnut Historic District is locally significant under National Register Criterion A for its substantial contribution to the Green Bay area's economic and social development as a regional hub. Businesses housed in district buildings included significant retail and service operations, as well as a large wholesale establishment; the district served as a primary source of goods and services for the city and outlying region throughout the duration of the district's period of historic significance. Following are capsule descriptions of various businesses operating in contributing buildings during the period of significance; taken together these businesses constitute a significant element of the social and economic history of the community. It should be noted that the businesses cited represent those that occupied contributing buildings and those for which adequate documentation of relatively long-lived existence exists; short-lived businesses that fall into these categories have not been cited.

Retail:

Like most traditional commercial districts prior to World War II, the Broadway-Walnut Historic District was dominated by retail establishments of varying types throughout its historic period. Among the most prominent retailers in any traditional commercial district were dry goods establishments, the precursors of the modern department store. These establishments varied during the late nineteenth and early twentieth centuries from narrow storefronts tightly crammed with everything from groceries to furniture to massive emporiums occupying large buildings and sorting goods by category into physically distinct departments. The two dry goods stores found in the Broadway-Dousman Historic District fall between these extremes; both were long-lived operations and significantly influenced the development of the Fort Howard/West Green Bay business district, as well as the retail composition of the city as a whole. The earlier dry goods store was located at 107-109 North Broadway; the building was constructed in 1879 to house John Jorgenson's new

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business.¹² Jorgenson had emigrated from Denmark and arrived in Fort Howard in 1865. In 1876, he entered the dry goods business with A.L. Gray, who two and one-half years later opted to pursue the dry goods business independently and whose later building is discussed below.¹³ In 1887, Jorgensen took his new brother-in-law, Frank Blesch, as a partner in the firm; during the same year the Jorgenson-Blesch Dry Goods store opened a branch on Washington Street in the City of Green Bay. By 1894, the firm had entirely relocated to Washington Street; by 1913 the Jorgenson-Blesch Company was considered the largest department store in Wisconsin outside Milwaukee.¹⁴ The Jorgenson building in the Broadway-Walnut Historic District, therefore, is considered significant for its role in the development of Green Bay's most prominent retailer of the early twentieth century.

The second dry goods store in the Broadway-Walnut Historic District was operated by Jorgensen's initial partner and his descendants, who built the Gray Block at 100 S. Broadway. One of the earliest known businessmen in Fort Howard, Albert Gray started as a general store operator in 1861, and began to specialize in dry goods in 1871.¹⁵ In 1899, the firm of A.L. Gray & Sons began operations in their impressive new Queen Anne style building; they remained in that location until dissolving the firm in 1925.¹⁶ Although Gray's firm maintained a higher profile than the city's numerous smaller neighborhood-oriented dry goods stores, such as those found on Dousman and other locations on the outskirts of the downtown area next to the residential neighborhoods, A.L. Gray & Sons appears to have remained primarily oriented toward a west side residential and agricultural market. Unlike Jorgenson-Blesch, which began to market itself as a regional destination during the early twentieth century, the Gray firm appears to have pursued a less high-profile public marketing image, appearing in relatively few of the common promotional materials of the period. This firm, however, represents a significant element of the function and operation of the Broadway-Walnut Historic District as a local and regional hub of commerce

The Broadway-Walnut Historic District also included an assortment of more specialized retailers during the historic period; these businesses tended to keep a low profile in terms of the greater Green Bay retail environment and to primarily draw customers from the local residential and visiting agricultural bases. These included the Paulus Jewelry Company at 413 W. Walnut during the 1920s; Farah Brothers, confectioners, who maintained a store at 415 W. Walnut during the 1920s; and several hardware and tinware sales firms, who will be discussed in a separate section.

¹² Heggland, *op cit.*, 36.

¹³ Commemorative Biographical Record of Brown, Door and Kewaunee Counties. Chicago: J.H. Beers & Co., 1895, 11.

¹⁴ Martin, Volume 2, *op cit.*, 536.

¹⁵ History of Northern Wisconsin. [Chicago: Western Historical Society] 1881, 138.

¹⁶ Wright Directories, 1900 to 1928.

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Banks

The Fort Howard/West Green Bay business district had two banks during the historic period. The first was located in the building at 409-415 West Walnut Street. The bank was founded, and the building constructed to house it, in 1882 by David McCartney, a longtime Fort Howard lumber businessman who disposed of his previous interests in order to become a primary investor in what became known as McCartney Exchange Bank.¹⁷ The bank occupied the easternmost of the building's five storefronts, two of which were still vacant in 1883.¹⁸ The McCartney National Bank, as it became known after reorganization in 1892, remained in this building until 1916, when it relocated to a new, dedicated bank building on the northwest corner of the Broadway-Walnut intersection, which was replaced in 1964. The bank's initial building was alternately known as the McCartney Block and as the Music Hall Block, after the meeting hall on the second floor that served as Fort Howard's recreation and civic center during the late 1800s, as discussed below.

Taverns and Restaurants:

As discussed previously, a significant portion of the clientele frequenting the Broadway-Walnut Historic District consisted of employees of the area industrial concerns and farming families who used the district as a primary source of goods and services. For both groups, taverns played a significant role in the social experience; the taverns of the Broadway-Walnut Historic District during the historic period provided a socially acceptable setting for adult male gathering, gossiping and biding time while waiting for equipment repairs or other appointments. Although most taverns appear to have been frequented by both neighborhood residents and visiting farmers, one tavern did apparently market itself more to one than the other; the tavern at 147 North Broadway, which had operated under a variety of proprietors since the repeal of Prohibition, became known as the International Bar in 1943, a name it kept until well beyond the period of historic significance. The unusual name choice stems from tavern's location directly across the street from the International Harvester Co. showrooms, a common farmers' destination. Another long-lived tavern was located at 112 S. Broadway, and operated under a variety of names from at least 1900¹⁹ through the period of historic significance. Like most taverns of the era, William Gross's establishment at this location transformed on the surface into a soft drink parlor in 1918; Gross's continuing sales of alcohol, however, appear to have resulted in his tavern's forced closing in 1929 and 1933. By 1935, however, the tavern had reopened under the proprietorship of Mrs. Mae Gross.²⁰

One long-lived restaurant, variously know as Tennis & Ryan's and the Broadway Lunch, operated at 107 N. Broadway from 1921 through the period of historic significance. Located near the corner of

¹⁷ Martin, Volume 2, *op cit.*, 78.

¹⁸ Sanborn Fire Insurance Map Company, "Green Bay and Fort Howard," 1883.

¹⁹ Sanborn Fire Insurance Company, "Green Bay and Fort Howard," 1900.

²⁰ Wright City Directory, 1929, 1933, 1935.

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Broadway and Walnut, and immediately across the street from the International Harvester showroom, this restaurant is likely to have catered to both nearby workers and visitors.

Entertainment:

As mentioned previously, the building that housed the McCartney Exchange Bank at 415 West Walnut also housed Fort Howard's earliest known entertainment facility. Known as Music Hall, and announced to passerby as such by large painted letters interspersed between the building's second floor windows, McCartney's Music Hall served multiple community uses, including civic functions, government meetings, dances, and band concerts. These uses continued well past the two cities' consolidation, with occasional events as late as 1912.²¹ With the exception of private halls maintained by fraternal or ethnic organizations, such as the Danish Ansgar Hall in southern Fort Howard, no other such facility is known to have existed in Fort Howard prior to the consolidation.²² As a result, the Music Hall provided an essential community function and played a highly significant role in the development of Fort Howard.

Later entertainment needs were met by the building at 405 W. Walnut, constructed in 1924 as an automobile sales facility and renovated to become a motion picture theater in 1943.²³ The West Theater was the first operating in western Green Bay since the mid-1910s, when a short-lived theater at the Broadway-Walnut intersection, known as the Gem, closed. The conversion from auto sales to theater made sound economic sense; at the height of World War II, with all domestic auto and truck production suspended in favor of military equipment, maintaining an auto dealership in an urban commercial district would have been difficult. Motion pictures, however, were at their height of popularity, due to rising disposable income from war industries and limited available opportunities for entertainment. Motion picture theaters were also popular during this period for the newsreels that preceded the features; for the first time, newsreel footage allowed those on the home front to see for themselves the distant war that their neighbors and relatives were fighting. Conversion of the former auto salesroom was relatively simple, as the building had no interior posts;²⁴ The new theater also received an up-to-date Art Moderne streamlined facade with a projecting marquee. Small street-level storefronts, flanking the center entry, were occupied by a donut shop and a shoe repair shop in 1946.²⁵

²¹ Rudolph, *op cit.*, 125.

²² Heggland, *op cit.*, 108.

²³ City of Green Bay tax rolls 1924; Wright City Directory 1943.

²⁴ Ida Siegfried, Interview with Joe Routhieaux, owner West Pitcher Show, [MSS] October 3, 1996.

²⁵ Wright City Directory, 1946

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Hardware, Plumbing and Automotive:

A relatively high percentage of Broadway-Walnut Historic District occupants during the period of historic significance were involved in hardware-related businesses, in many cases providing both retail goods and services. The reasons for this concentration appear to be numerous; the proximity of both industry and a growing residential neighborhood appears to have impacted the success of such businesses, as did the influx of farm families, many of whom constructed new houses and agricultural buildings and acquired new mechanical equipment during the late nineteenth and early twentieth centuries. The building at 115 N. Broadway housed such a hardware store from its construction in 1883 through the period of historic significance. The initial owner was Thomas Burns; the property was operated during the 1910s and early 1920s by Joseph Lemerond and from 1927 to 1939 by the Larsen-Ramsett Hardware Company.²⁶ A sheet metal operation located in the building for the following year; like many area structures, the building was vacant during most of World War II. Hardware stores tended to continue to operate in the same building despite changes in proprietorship, which for many businesses often led to a change in location; hardware dealers tended to require more specialized commercial spaces than dry goods or clothing retailers. As early as 1883, the Burns building included dedicated storage for paints and oils, necessary for fire prevention; during the early twentieth century the building's rear storage rooms were converted into a tin shop, which it remained throughout the period of historic significance.²⁷

Several plumbers operated from Broadway-Walnut Historic District storefronts during the period of historic significance; one operation developed in later years into one of the largest engineering firms in Northeast Wisconsin. The building at 147 North Broadway, constructed in 1897, housed plumbers from its construction through the 1920s, beginning with Anton Brehme, who remained there until 1918. Brehme was followed by William Hartmann; by 1925 the building was occupied by the Tweet Brothers, who remained in the small storefront until 1933. The Tweet Brothers' firm later merged with another Green Bay plumbing establishment to become Tweet-Garot, an extensive mechanical engineering and contracting firm. The building at 112 S. Broadway also housed a plumbing firm, Skogg & Sons, from 1918 through the historic period; the storefront next north at 110 S. Broadway housed two successive plumbers from its construction in 1922 until the late 1930s. The building at 127 N. Broadway housed a similar sales and service business; Beemster Electric Company has remained in this building since its construction in 1926. Like many of the companies mentioned previously, Beemster provided retail and wholesale electrical equipment, and included a two-story electric engine repair shop at the rear of the building as early as 1936.²⁸

Finally by the 1920s, several buildings in the generally newer north end of the Broadway-Walnut Historic District had been constructed or renovated to house auto repair and supply facilities. Two

²⁶ Wright City Directories, 1882, 1886, 1914-1939.

²⁷ Sanborn Fire Insurance Company, "Green Bay and Fort Howard," 1883; "Green Bay," 1936, 1951.

²⁸ Sanborn Fire Insurance Company, "Green Bay," 1936.

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of these buildings, a former tire retailer at 419 Hubbard and a garage at 149 N. Broadway, are considered non-contributing to the historic district at the time of this writing due to extensive alterations. A third such business, however, is the Jones Motor Company building at 143 N. Broadway, which is cited below for its excellent architectural design. Carl Jones, founder of the firm, was serving as a junior partner in the West Side Garage, located in the non-contributing building cited above, in 1913;²⁹ by 1929 Jones was the primary owner of that facility. The building at 143 N. Broadway was constructed in 1931; the facade was provided by the A.C. Delco Co. Jones' firm was a local distributor of Delco products, which included air and oil filters, spark plugs, and other auto parts.³⁰ The unusual facade design apparently represented Delco's attempt to establish a nationwide visual identity for its brand distributors, in a manner similar to the designs developed by oil companies such as Sinclair and Esso for their independent distributors during the 1920s and 1930s. Numerous Delco facades were apparently constructed, although few in the Midwest; no other extant building of this design is known to exist in Wisconsin. The Jones Motor Company building includes both retail space and a large repair facility at the rear of the building; the business remains in this location and has continued to operate in much the same manner to the present.

Agricultural Implements and Supplies:

As discussed previously, farmers from the region west of Green Bay constituted an important segment of the Broadway-Walnut Historic District's customer base during the late nineteenth and early twentieth centuries. Although the region was dotted with small villages and unincorporated communities, where farm families could meet many of their personal, agricultural and social needs, most large item purchases or unusual or special event goods and services required a trip to the nearest city. One of the largest and most heavily patronized establishments on Broadway was the showroom of the International Harvester Company at 134-142 North Broadway. International Harvester, formed in 1902 from the merger of five of the United States' leading harvesting equipment manufacturers, sold agricultural equipment of all descriptions, from combines to seed drills, as well as trucks, tractors, and home appliances. By 1955, International Harvester claimed one billion dollars in sales per year from its nearly 9,000 dealers worldwide.³¹ Built in 1905, the building at 134 N. Broadway included showrooms at the first floor and offices on the second and third. A visually identical building adjoined this structure to the south and was also part of the International Harvester complex; a large sales and service garage for trucks was added to the north end of the parcel between 1907 and 1914.³² Sales of trucks constituted an increasingly significant proportion of the company's business during the later decades of the period of historic significance, when International Harvester's truck production numbers were comparable to those of the Ford

²⁹ Martin, Volume II, *op cit.*, 471.

³⁰ Ida Siegfried, interview with Bill Wenzel, owner, Jones Motor Company, [MSS], September 7, 1996.

³¹ "International Harvester," World Book Encyclopedia, Volume 9 [Chicago: Field Enterprises, Inc.] 1955, 3824.

³² Sanborn Fire Insurance Company, "Green Bay," 1907; Wright City Directory, 1914-15.

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Motor Company.³³ The property continued to be operated by International Harvester throughout the period of historic significance.

Two other agriculture-related businesses were located directly across the street from the International Harvester complex. The building at 107 N. Broadway housed the Platten Produce Company's seed division during the 1930s, while the building at 121 N. Broadway housed the T.M. Camm Seed Company, later known as the Henderson Seed Company, from 1929 into the early 1940s. Although most farmers relied primarily on their own seed propagation to ensure future harvests, purchase of seeds was often necessary to introduce new or hybrid strains, essential for improving yields and combating crop diseases. These firm's location in the heart of the Broadway- Walnut Historic District further reinforced the commercial district's agricultural emphasis, as these were businesses unlikely to be much patronized by urban neighborhood residents.

Wholesale / Distributing

The area adjoining the northern portion of the Broadway-Walnut Historic District, between Broadway and the Fox River in the half-block south of Hubbard, evolved from a predominately residential neighborhood in the early 1900s to an area of low-concentration, predominately frame construction warehouses and storage facilities by 1936.³⁴ Owned by both wholesalers and industries located elsewhere in western Green Bay, these structures' proprietors relied on nearby railroad spurs, as well as the river's shipping facilities, to transport the region's produce, foodstuffs and manufactured goods elsewhere in the Midwest and United States. During and following the period of historic significance, some of these properties were demolished to accommodate new construction; the only remaining building of this type is the former Bay Brewery building at ca. 145 North Pearl Street, which was initially constructed in the mid-1850s and by 1936 had been extensively altered to its present form for use as a storage building.³⁵ One of the vicinity's largest and most visually prominent warehouse facilities, however, remains in the Broadway-Walnut Historic District. The building at 163 Pearl Street was constructed in 1911 and operated throughout the historic district as the Alois Thomas Produce Company. Thomas, a native of Belgium, arrived in Fort Howard in 1893 and began to work for Albert Platten, a prominent produce wholesaler whose establishment was located on Dousman Street. Following his time in Platten's employ, Thomas opted to pursue the same line of work independently, and became a competitor of Platten. By 1897, Thomas had opened an office in an unknown location on Walnut Street; by 1912 he had moved his operations into the new structure and was expanding the warehouse portion of the building.³⁶

³³ Interview with George Gott, automobile historian, January 29, 1998.

³⁴ Sanborn Fire Insurance Company, "Green Bay," 1907, 1936.

³⁵ Sanborn Fire Insurance Company, "Green Bay," 1936.

³⁶ Martin, Volume 2, *op cit.*, 367-368.

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Unlike earlier wholesaling operations, which tended to locate sales and administrative operations in a generic commercial district storefront in order to assure personal access to the firm, while the goods to be sold were stored in warehouses elsewhere, Thomas was among the first in the west Green Bay commercial district to combine his offices and warehouses in one structure. With the exception of a small office area near the corner of the building, the entire three-story structure was expressly designed for warehousing, with massive loading doors and a reinforced concrete superstructure, including concrete floors and roofs; this was one of the first uses of this new technology in the west Green Bay business district.³⁷ In addition, Thomas's warehouse was one of the first in the area not constructed of wood frame or wood frame with brick veneer. A utilitarian addition was appended to the south of the structure in 1945;³⁸ by this date, construction west of the Thomas building, which is non-extant, had entirely obscured the building from the primary traffic corridor in the area.

As has been demonstrated, the Broadway-Walnut Historic District constitutes a significant portion of west Green Bay's business district as it was constructed and functioned during the period of historic significance. An array of businesses and services, ranging from dry goods retailers to farm supplies and wholesaling businesses, operated in contributing buildings within the district. Together these buildings constitute a cohesive, interrelated and historically significant collection of buildings which, taken as a whole, comprise a historic district eligible for the National Register of Historic Places under Criterion A.

Architecture:

As discussed previously, one building within the Broadway-Walnut Historic District is of exceptional and highly unusual architectural design. The 1931 Jones Motor Company building at 143 North Broadway has an Egyptian Revival facade designed by the A.C. Delco Company; as discussed in Section 7 above, this facade is exceptionally intact. The Egyptian Revival architectural style is commonly understood to have experienced two periods of use in Wisconsin, one occurring during the mid-nineteenth century and one occurring during the 1920s and 1930s. In both instances, the style enjoyed limited popularity and was rarely employed with the exception of the occasional mausoleum or Masonic Temple. The second wave of interest in the style was predicated by at least two influencing factors: the resurgence of popular interest in ancient Egyptian designs following the opening of King Tutankhamen's tomb in 1922, and the 1920s popularity of the Art Deco style, which, while not cognitively associated with antiquity, employed a stylized vocabulary and geometric simplicity with which Egyptian motifs could harmonize.³⁹

Characteristics of the twentieth century Egyptian Revival architectural style include the use of battered piers and portals, columns with vegetative motifs, particularly at the capitals, and winged

³⁷ Sanborn Fire Insurance Company, "Green Bay," 1936.

³⁸ Sanborn Fire Insurance Map Company, "Green Bay," 1951.

³⁹ Beth Godfrey, "Architecture." Barbara Wyatt, Ed., Cultural Resources Management in Wisconsin, Volume 2 (Madison: State Historical Society of Wisconsin, 1986), 2-4.

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orb emblems over the doorways. The Jones Motor Company building incorporates these motifs into a well-proportioned, three-part commercial design, placing the winged orb over the storefront entry, employing a reeded motif in the building's cornice, and using slender columns with papyrus leaf capitals as mullions between the display windows. The building's bright yellow ceramic panel walls and bright green and blue details further emphasize the building's exceptional design characteristics. The Jones Motor Company building is one of few known commercial buildings in Wisconsin to employ a full complement of Egyptian Revival design; it is also the only known Egyptian Revival building in Green Bay and Brown County.

VI: Context

As is the case with many historic districts, the Broadway-Walnut Historic District's significance is determined within the context of other extant local historic areas of similar function and dating from a similar period of historic significance. As previously discussed, modern Green Bay developed from two historically distinct communities, each having historically had its own central business district, and each historic central business district having had a distinct and well-known individual character. Following the cities' merger in 1895, the former Fort Howard central business district continued to function in much the same manner as it had prior to the merger, serving most of the same customer bases and providing many of the same goods and services, which were generally different from the services and goods provided by the east side central business district. As a result, the historic Fort Howard /West Green Bay business district may be seen to represent a distinct and unique element within the context of commercial districts in Green Bay; the Broadway-Walnut Historic District may also be considered a significant portion or node in the context of its own historical significance and the district's integrity relative to the balance of the former business corridor. The following comparisons, therefore, are concerned primarily with other extant portions of the former Fort Howard /West Green Bay business district, and secondarily with business districts elsewhere in the modern City of Green Bay.

The historic business district, of which the Broadway-Walnut Historic District was a distinct subset, extended along Broadway and Pearl streets, with retail and service businesses concentrated along and near Broadway, and wholesale and industrial concerns being concentrated along Pearl Street. Within this region, two concentrations of historic building stock are extant: the Broadway-Walnut Historic District, and the Broadway-Dousman Historic District, whose south border is located approximately one-half block north of the Broadway-Walnut Historic District's north border. The space intervening between the two districts is occupied by non-historic buildings and vacant parcels. The Broadway-Dousman Historic District consists of 15 buildings; although it is similar in general history to the Broadway-Dousman Historic District; the Broadway-Walnut Historic District represents a significantly different aspect of the history of commercial development in the Fort Howard /West Green Bay business district. The Broadway-Dousman Historic District, located near the bulk of the near west side's residential neighborhood, was oriented much more substantially toward the neighborhood market, with several businesses catering specifically to that trade and others serving both neighborhood and transient customers to a greater extent than did the businesses of the Broadway-Walnut Historic District, which were geared more specifically to the needs of farm and other business customers. The Broadway-Dousman Historic District also

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Section 8 Page 16 Broadway-Walnut Historic District, Brown County, Wisconsin

represents a somewhat higher emphasis on wholesaling industries; only one building in the Broadway-Walnut Historic District represents such a business. As a result, the Broadway-Dousman Historic District and the Broadway-Walnut Historic District may both be considered historically significant, both for their roles as the most intact portions of the historic Fort Howard /West Green Bay business district, and as significantly differing aspects of the history of the city's commercial development.

The west side of the City of Green Bay has no other notable concentrations of historic commercial buildings, although individual commercial structures or groups of three or fewer commercial structures may be found north and south of the districts described above, as well as scattered along the primary arteries of the west side of the city. There is a concentration of commercial buildings along Military Avenue near the western border of the city; as discussed previously, these mid-twentieth century roadside shopping strips represent a significantly later and substantially different aspect of the commercial history of the City of Green Bay, although some may become eligible for the National Register of Historic Places on their own merits in the future.

The east side of the City of Green Bay has two historic commercial corridors, both of which have a substantially different history and considerably less integrity than the Broadway-Walnut Historic District. As previously discussed, the historic Green Bay central business district developed near the east bank of the Fox River in the area bounded by Washington, Monroe, Main, and Doty streets; by the late 1800s this district had become a regional shopping and service hub, featuring many of the most prestigious stores, hotels and office addresses in Northeast Wisconsin. Large portions of this district's historic building stock were demolished in the 1960s to 1980s as part of a highly controversial urban renewal plan that resulted in the replacement of the heart of the former commercial district with an enclosed pedestrian mall and replaced many other structures with newer buildings and parking lots. As a result, although individual buildings and small portions of the former business district remain, few portions of the east side central business district retain sufficient integrity to be considered eligible for the National Register of Historic Places; those that do remain represent a significantly different portion of the history of the commercial development of the City of Green Bay. The second corridor, which historically occurred along Main Street between Monroe and Baird streets, functioned primarily as a secondary commercial district oriented toward the needs of the neighborhoods adjoining this corridor. This corridor has also undergone massive alteration, with numerous demolitions resulting in vacant spaces and non-historic buildings, and numerous buildings remaining that lack sufficient integrity. It is possible that one may find small groups of buildings in this corridor that may retain sufficient integrity to warrant nomination to the National Register of Historic Places; such potential districts would represent a significantly different aspect of the commercial history of the city of Green Bay, and would have little impact on the eligibility of the Broadway-Walnut Historic District to the National Register of Historic Places.

V. Conclusion

As a result, the Broadway-Walnut Historic District is eligible for the National Register of Historic Places under National Register Criterion A as a significant and historically distinct element of the Fort Howard/West Green Bay business district. Additionally, the Jones Motor Company building is

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Section 8 Page 17 Broadway-Walnut Historic District, Brown County, Wisconsin

an excellent and rare example of the Egyptian Revival architectural style as applied to a commercial building. From 1879 to 1947, the Broadway-Walnut Historic District served as a primary local center of commerce, providing an interrelated array of goods, services and activities. The district's contributing buildings constitute a historically significant and coherent assemblage of such properties; the contributing buildings represent and embody the development of the district throughout the district's period of historic significance. Within the local context, this district represents one of the two most extant cohesive assemblage of properties historically associated with the Fort Howard /West Green Bay business district, and constitutes a significant portion of the history of the development of the community in its own right. Located within the district's boundaries were various entertainment venues, including the Music Hall and a movie theater. Together with the area's numerous taverns, these facilities provided social gathering places for residents and for visitors from outlying agricultural areas. For these reasons, the Broadway-Walnut Historic District is eligible for the National Register of Historic Places.

VI. Archeological Potential

Although the Broadway area was inhabited by pre-historic and historic period Native Americans, as well as early nineteenth century American immigrants, archeological evidence of such settlements within the nominated district are unlikely at this highly developed site. As in most urban commercial historic districts, much of the land in the district has been extensively disturbed by construction, making extant archeological resources predating current features possible but unlikely.

Preservation Activity

The Broadway Walnut Historic District has had two buildings which have already been restored after the 1988 survey determined them non-contributing. There are some planned projects for buildings and façade restoration. The District benefits from façade improvement loans from the Main Street Program entitled On Broadway, Inc. The close proximity to the Broadway Dousman Historic District which is nominated to the National Register enhances the potential for restoration. It is hoped that visible restorations will inspire other property owners to either restore or maintain their historic buildings.

Broadway-Walnut Historic District

Brown / Wisconsin

Name of Property

County and State

9. Major Bibliographic References

Bibliography

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

Previous Documentation on File (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey
- # _____
- recorded by Historic American Engineering Record
- # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State Agency
 - Federal Agency
 - Local government
 - University
 - Other
- Name of repository:
Brown County Library
On Broadway, Inc.

10. Geographical Data

Acree of Property five acres

UTM References (Place additional UTM references on a continuation sheet.)

1. 11/6/ 14/1/8/8/1/0 14/9/2/9/8/0/0
Zone Easting Northing

3. Zone Easting Northing

2. Zone Easting Northing
____ see continuation sheet

4. Zone Easting Northing

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

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

11. Form Prepared By

name/title Della G. Rucker
organization Rucker Historical Research date January 30, 1998
street & number P.O. Box 204 telephone 920/432-7044
city or town Green Bay
state WI
zip code 54305-0204

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Section 9 Page 1 Broadway-Walnut Historic District, Brown County, Wisconsin.

Major Bibliographical References:

City of Green Bay tax rolls, various years, 1895 to 1949. Located at Area Research Center, University of Wisconsin-Green Bay.

Commemorative Biographical Record of Brown, Door and Kewaunee Counties. J.H. Beers & Co., Chicago, 1895.

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Godfrey, Beth. "Architecture." Barbara Wyatt, Ed., Cultural Resources Management in Wisconsin, Volume 2 [Madison: State Historical Society of Wisconsin], 1986, 2-4.

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Heggland, Timothy. Determination of Eligibility, Broadway Historic District, Green Bay. MSS, located at Division of Historic Preservation, State Historical Society of Wisconsin. 1988.

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Martin, Deborah. History of Brown County, Volume 2 S.J. Clarke Co., Chicago, 1913.

Rudolph, Jack. Green Bay: A Pictorial History. The Donning Company, Norfolk, Virginia, 1983.

Sanborn Fire Insurance Company, "Green Bay," 1900, 1907, 1936, 1951.

Sanborn Fire Insurance Company, "Green Bay and Fort Howard," 1883, 1887, 1894.

Siegfried, Ida. Interview with Joe Routhieaux, owner West Pitcher Show, [MSS] October 3, 1996.

Siegfried, Ida. Interview with Bill Wenzel, owner, Jones Motor Company, [MSS], September 7, 1996.

Wright Directory, City of Green Bay, 1914-15 to 1949, 1967.

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Section 10 Page 1 Broadway-Walnut Historic District, Green Bay, Brown County, Wisconsin.

Boundary Description:

The nominated district is defined as follows:

Commencing at the northwest corner of the parcel associated with the property at the southwest corner of Broadway and Hubbard Street, continuing south along the east edge of the alley adjoining said northwest corner along the rear lot lines of the parcels associated with the buildings facing Broadway in this block, to the intersection of a straight southerly extension of said lot lines with the south curb line of West Walnut Street. Continuing thence west along said curb line to its intersection with the east curb line of South Chestnut Street and continuing thence along said curb line to its intersection with the southwest corner of the parcel associated with the building at the southeast corner of West Walnut and South Chestnut streets. The district boundary continues east along the southern boundary of this property and along a straight extension of that property line in an easterly direction to the intersection of said extension with the west lot line of the parcel associated with the building at 405 West Walnut. Said west lot line adjoining the easterly edge of an alley running north-south through this block, the boundary continues thence south to the intersection of said edge of alley with the southwest corner of the parcel associated with the building at 116 S. Broadway. The boundary continues thence along the south lot line of the property associated with said building to the intersection of said lot line with the west curb of South Broadway Street. The boundary continues north along said west curb line, continuing in an unbroken direction across the intersection of West Walnut and Broadway streets, and continues north along the west curb line of North Broadway with the intersection of a line extending east across North Broadway from the south lot line of the parcel associated with the building at 134 N. Broadway. The boundary continues thence along said line and said lot line to the intersection of said lot line with the easterly edge of the alley running north-south through the block behind said building. The boundary continues north along said easterly alley edge to the intersection of said alley right-of-way with the south border of the parcel associated with the building at ca. 145 N. Pearl. The boundary continued thence east along said lot line to its intersection with the easterly curb line of North Pearl Street, and continues thence north along said curb line to its intersection with the south curb line of Hubbard Street. The boundary continues thence along said curb line, across North Broadway, to the point of beginning.

Boundary Justification:

The district boundaries as described encompass the contiguous historic properties associated with the extant southern portion of the historic Broadway commercial district. The boundaries exclude vacant parcels and non-contiguous buildings to the south and southwest; vacant properties to the east; vacant and non-historic properties to the north; and vacant, non-historic and historic non-commercial buildings to the west.

Broadway-Walnut Historic District
Name of Property

Brown / Wisconsin
County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

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

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

Property Owner

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

name see continuation sheet
street & number _____
telephone _____
city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form.

Direct

comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Photo #1 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 100 North Block Broadway, looking south.

Photo #2 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 147 North Broadway, looking west.

Photo #3 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 143 North Broadway, looking west.

Photo #4 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 125 North Broadway, looking west.

Photo #5 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 115 North Broadway, looking west.

Photo #6 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 107-109 North Broadway, looking west.

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Photo #7 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 400 Block West Walnut, looking southeast.

Photo #8 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 405 West Walnut, looking south.

Photo #9 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 100 South Broadway, looking northwest.

Photo #10 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 112-114 South Broadway, looking west.

Photo #11 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 134-142 North Broadway, looking southeast.

Photo #12 of 13

BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 134 North Broadway, looking southeast.

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BROADWAY-WALNUT HISTORIC DISTRICT
City of Green Bay, Brown County, WI
Photo by D.G. Rucker, May. 15, 1997
Negative at State Historical Society of Wisconsin
View of 163 North Pearl, looking northwest.

Broadway-Walnut Historic District
City of Green Bay, Brown County, Wisconsin.



(Not to scale)

 = contributing

 = district boundary

 = non-contributing

All Addresses North or South
 Broadway unless otherwise noted.

