National Register of Historic Places Registration Form

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

.

1. Name of Property		and the second se	lding		
historic name	Fraternal	<u>l Hall Bui</u>	lding		
other names/site numbe	81				
2. Location					
street & number	140 Univer	sity Ave.	and 514 High St.		NA not for publication
city, town	Palo Alto				VA vicinity
siale California	code	CA	county Santa Clara	code 08	5 zip code 94301
3. Classification					
Ownership of Property		Category of I	Property	Number of Res	burces within Property
Ownership of Property		Category of I			ources within Property Noncontributing
Ownership of Property		Category of I)	Number of Rese Contributing	•••
Ownership of Property		w building(s			Noncontributing
Ownersnip of Property private public-local		building(s	CEIVEL		Noncontributing
Ownership of Property private public-local public-State		building(s)		Noncontributing buildings sites
Dwnersnip of Property Seprivate Dublic-local Dublic-State		building(s district site structure	CEIVEL		Noncontributing buildings sites structures

Name of related multiple property listing:

Number of contributing resources previously listed in the National Register

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as am nomination request for determination of eligibility meets the documentation stands National Register of Historic Places and meets the procedural and professional requirem in my opinion, the property is meets does not meet the National Register criteria.	ards for registering properties in the nents set forth in 36 CFR Part 60.
In my opinion, the property Lameets Ladoes not meet the National Register criteria. L	See continuation sheet.
Signature of commenting or other official	Dale
State or Federal agency and bureau	
5. National Park Service Certification	
nereby, certify that this property is: Image: Property is: Image: Property is: <td>al Register</td>	al Register
removed from the National Register.	

ł

1/12/90 CHE NO. 102+0018

FEB | 4 1990

	· · · · · · · · · · · · · · · · · · ·
	JAN 12 K
or Use	
tions (enter categories from instructions) Ca	urrent Functions (enter categories from instructions)
	COMMERCIAL/TRADE: Business
	COMMERCIAL/TRADE: Specialty Store
ion	
Classification Ma ries from instructions)	aterials (enter categories from instructions)
101	undation concrete
	alls
row	ofasphalt
tio	her
	•

Describe present and historic physical appearance.

Located on the southwest corner of University Ave. and High St., Palo Alto, this 1898 Renaissance revival style building with Spanish baroque influence and its 1905 High St. annex containing similar stylistic elements looks the same today with only the exception of minor adjustments to the facade. The two story, stucco faced and brick building surmounted by a slightly overscaled, well detailed, projecting cornice line is punctuated at the second story level by a varied rhythm of window units framed by elaborate cast relief elements. At the first level 10 four foot square brick piers frame the building's entrances. It is at this level on the High St. elevation that a garage door and service door have been stuccoed over and four unadorned clerestory height windows have been extended down to the These changes occured at the time of seismic upgrading in floor level. 1982. The building site was originally chosen for its central location on the main commercial thoroughfare, which was the continuation of the main entranceway to the Stanford University Campus only two blocks from the site. Today only the intensity of the surrounding commercial developme has changed to now more closely follow the scale of the formerly dominant Fraternal Hall.

EXTERIOR - The original building measures 50 feet along University Ave., 91 feet along High St. and stands 32 feet from the ground to the top of its ornamental cornice. The annex extends the building 34 feet to the south along High St. A seven foot by eighteen foot internal lightwell linking the two elements contributes natural illumination to portions of the annex and original building. The original building construction of unreinforced brick masonry exterior bearing walls with smooth cement plaster, exterior finish and wood-framed second floor and roof constructior was seismically upgraded in 1982 by the addition of concealed structural elements to which the original structure was tied. The roof is a combination of flat roof and double hipped roof with composition shingles concealed behind perimeter parapets.

The University Ave. first floor elevation consists of 5 four foot square, regularly spaced, brick piers with cast column caps framing French type entrance doors. The brick piers on University Ave. were hidden behind a plaster wall in the 1950's resulting in softening of the brick, which necessitated the removal of this face and replacement with similar brick fascia and mortar coursing when the building was restored in 1982. The upper portion of the facade, above a recessed, signboard band, is a smooth plastered wall with 3 uniformly spaced arched windows, each with its own ornately cast, Spanish Baroque, high-relief, window surround and

See continuation sheet

2

JAN 1 2 1990

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page ____

FRATERNAL HALL BUILDING

iron window grilles. Capping both the University Ave. and High St. facades is a 4 foot high ornamental cornice which extends to 3 feet beyond the building face.

The High Street elevation has 6 brick piers identical to those on University Ave. The entrance to the main staircase hall is framed by two of the piers and topped by a rectangular frieze. At the first floor, 4 original clerestory windows were removed and replaced with full height, fixed wood frame and glass paned doors. A truck service entry originally located south of the entrance and an original door north have been permanently closed to accommodate seismic upgrading requirements. A service door has been added to access the interior lightwell court. At the second level, 3 windows identical to those on the University Ave. facade are centered over the first story paired piers. Between these groupings the stucco continues down to ground level, while above bands of small paned, arched windows with Classical, cast trim and window balustrades syncopate the facade. All retained windows including the street level annex window and 14 second story windows have reworked and repainted.

<u>INTERIOR</u> - Interior walls and ceilings were originally finished in plaster and decorative wood paneling. These have been restored and new features have been added to enhance the original rooms.

On the first floor, during the 1950's, non-specific renovations occurred continuously as each new tenant occupied the building. These "remodels" were small in nature and did not affect the integrity of the building. Since the 1982 restoration, the building has new plywood flooring, masonry shear and structural steel frame. A white drop ceiling has been added to the area that is now occupied by a specialty store whose main entrance is from University Ave. Originally two retail spaces were located on the first floor until 1987 when the demising wall was removed. One retail space now occupies the first floor.

The High St. entrance has been restored with new oak ceilings, doors and mauve fabric wall coverings. The balaster and stairway have been restored in hardwood and painted white. Floors have a white with gray vein marble surround and mauve carpet inlay to match the fabric wall covering.

FRATERNAL HALL BUILDING

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

The annex is used as a switch room by Western Union and is filled with dated switching equipment. No changes were made to this room.

Restoration to the large and small meeting rooms on the second floor (original building and annex respectively) includes new 4 inch gunite walls. After the walls were installed, the original paneling and decorative mouldings were repainted white and replaced.

The large meeting room originally was finished in cedar and Oregon pine in natural colors and the walls and arched ceiling were frescoed in harmonious tints. A fireplace was located on the west side which was removed due to fire codes. Three small private offices are now located on the west wall. When first completed in 1898, the main floor was covered with Brussels carpet and a canvas covering was provided for dancing. This has been replaced by new plywood flooring and mauve carpeting laid over the flooring. Hanging space frame lighting has been installed in the arched ceiling.

A new toilet room was added in the area originally constructed as ante-rooms for the large meeting room located to the right of the top of the staircase. A white with gray vein marble vanity, oak trim, and oak strip ceiling repeats the design of the High St. entrance.

The lightwell between the building and annex originally had pipes and mechanical ducts with a plastic skylight overhead which were visible to the left of the staircase. It is cleared of all pipes and ducts. A hipped metal frame with clear wired glass is now overhead.

In the small meeting room the walls originally were paneled in dark natural wood with a burnt effect except for a broad band next to the ceiling of polished redwood. This has been repainted white and replaced along with all decorative moulding. On the west side of the room is an alcove with an immense brick fireplace with seats on either side. Ornate enclosed cabinets are built in above the seats both of which were repainted and replaced. The firebox has been "bricked in" because of fire codes.

During the 1982 restoration a staircase from the ante-room was discovered that leads to a loft. This loft and staircase have now been carpeted and repainted and the loft with its opened beamed ceiling is used as a small two-person office.

JAN 1 2 1

Ċ.

8. Statement of Significance			JAN
Certifying official has considered the	significance of this pro	perty in relation to other properties:	
Applicable National Register Criteria	🖾 А 🗌 В 🗔 С	D	
Criteria Considerations (Exceptions)			
Areas of Significance (enter categorie Social History Architecture	es from instructions)	Period of Significance 1898–1925	Significant Dates
		Cultural Affiliation	
Significant Person		Architect/Builder Newson, Samuel Madison, M.P.	

A 44 - A 44 - A 4 - A 44 - A

a .

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

The Fraternal Hall Building in downtown Palo Alto belongs on the National Register of Historic Places because it is a significant part of Palo Alto's history for the following reasons:

- Historically it is only seven years younger than Palo Alto itself;
- 2. Architecturally it is the only building in Palo Alto by the noted architect, Samuel Newsom; and
- 3. The members of the fraternal organizations were major players on the rosters of civic endeavor. The organizations provided lectures and information on current events and culture which helped shape the attitudes and mores of Palo Alto society.

In the West, we often still date history by decades rather than centuries. The City of Palo Alto and the Fraternal Hall are historically entwined, and it would be a shame for it not to be available to future generations.

JAN 12

1

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Section number <u>8</u> Page <u>2</u>

FRATERNAL HALL BUILDING

In 1891, shortly after the founding of Stanford University by Leland Stanford, the adjoining village known as University Park became Palo Alto. During the 1890's the citizens of this village decided to plan a growth pattern for the future by forming an improvement club. This club was a sounding board for the community and assisted in forming the first post office in 1892, the fire department in 1884, both the water system and gas distributing system in 1897 and the school district in 1898. The community rapidly grew from 37 to 76 people in 1891 and then to 318 people by 1893. During this growth period, wooden structures were quickly built as the need arose, such as the two story, wooden Nortree Hall located at 340 University Avenue, the pioneer assembly hall in Palo Alto, and Lirio Hall on Waverley Street, a preparatory school with a basement used as a public meeting place. These halls were used for religious services, social parties, dances and public meetings.

By 1897 the fraternal organizations of the growing community decided to construct a permanent edifice for their own use which would both give them a sense of permanence and show the populace that they were serious about Palo Alto. The Fraternal Hall Association was formed in October, 1897 by local leaders of these organizations to raise monies for the construction of a Fraternity Hall. The Board of Directors of the association included such prominent citizens as J.W. Howard and M.L. Pitman for the Foresters; Joseph Hutchinson and J.S. Butler for the Workmen; G.L. Merguire and Dr. W.H. Kellogg for the Knights of Pythias; E.G. Dyer for the Masons; and Prof. C.D. Marx and George R. Parkinson for the public. One hundred shares costing \$100 each were offered to finance the construction. Ninety five shares were sold by the beginning of November.

The building was originally to be built at the corner of University Ave. and Bryant Street but the location was changed to the more central University Ave. and High Street. Among the earliest commercial establishments housed in the building were the University Drug Company, a pharmacy, and The Palo Altan newspaper and print shop. The stores could then rent with more profit to the Fraternal Hall Association. Samuel Newsom of San Francisco designed the building and was assisted by W.T. Rhoads of Palo Alto as the supervising architect on the project. M.P. Madison was contracted to build at the original cost of \$9,756.

JAN 1 2 1000

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

FRATERNAL HALL BUILDING

Section number ___8 Page ___3

The annex, also designed by Samuel Newsom and built by G.W. Mosher, was added in 1905 at an expenditure of \$6,000. It added a smaller, much needed second floor meeting room, which was rented by various organizations including the Native Sons and the Native Daughters, and additional commercial space at street level. At this time the lower portion of the annex was occupied by an automobile garage.

During the 1906 San Francisco earthquake most of the second story brick masonry wall fronting on University fell away from the building as did all of the original ornamental cornice. Reconstruction following the earthquake restored the original design.

By 1925 the Fraternal Hall Building was sold to a San Francisco interest for the purchase price of \$60,000. The second floor provided quarters for the Elks Club at this time.

Architectural Significance

Samuel Newsom along with his brother, Joseph C. Newsom, were prolific San Francisco architects of the late 19th and early 20th centuries whose ideas were widely accepted, copied and contributed to the general character of local architecture of the era. Well know for their Victorian designs throughout Northern California, they designed mostly residential buildings with tasteful mixtures of the Queen Anne, Eastlake and occasionally the Renaissance revival style. Typical of the Newsom design the flamboyant William Carson house (1884-1886) and the restrained mood of the Simpson House (1884) in Eureka, California, are excellent examples of their highly ornamental doors and windows along with classical touches such as broker curved gables over entrances - details that the Fraternal Hall Board of Directors were looking for.

JAN 12 NOUL

National Register of Historic Places Continuation Sheet

Section number <u>8</u> Page <u>4</u>

FRATERNAL HALL BUILDING

Samuel Newsom would occasionally work on his own; speculation states this is because he and Joseph disagreed on building design or, at certain times, of leaner economic periods. He designed Brooklyn Presbyterian Church (1887) and the Newsom House (1897) in Oakland, California, while working on his own. Samuel Newsom was no doubt well known to the San Francisco business and professional men on the Fraternal Hall Board of Directors and it was during one of his solo periods, 1897, that they contracted him to design the Fraternal Hall. They certainly chose such a prominent architect to provide a distinctive building befitting its importance to the community.

Fraternal Hall is the only building in Palo Alto designed by Samuel Newsom, the prominent California architect. The quality of design is in keeping with the residences and public buildings he designed. Newsom's flamboyant, ornamental style is evident in these elaborate features of the building: the ornamental cornice; the ornately cast, Spanish Baroque, arched windows of the exterior and the interior mouldings and beautiful staircase. It is a true example of Newsom's varied designs throughout California.

The integrity of the design and the construction of the Fraternal Hall by M.P. Madison, a local contractor, was far superior to any that had been built previously. This Renaissance revival style building with its Spanish Baroque elements, stucco face and brick features, was unique in 1898 because it was not typical of Palo Alto's existing wooden huts or buildings that had been built since the establishment of Stanford University. It was the beginning of the village of Palo Alto becoming a new town; a planned community.

Social Significance

For centuries fraternal organizations have been formed around the world by people who were looking for a refuge from loneliness. These organizations gave their members a sense of extended fellowship through the pleasure of communicating and renewing their brotherhood on a regular basis. Lodges fulfilled the basic needs of group encounters and gave their members the comfort of being associated with something old and big. The same held true in the United States and throughout California.

JAN 1 2 1950

National Register of Historic Places Continuation Sheet

Section number ___8 Page ___5

FRATERNAL HALL BUILDING

This is the feeling that the members of the new Palo Alto fraternities felt and wanted to exhibit. The fraternal organizations gave the people a feeling of community, a feeling of fellowship and brotherhood. Their loneliness no longer existed because they made friends and were able to network with new business associates they would meet through their membership. These organizations also provided social activities such as banquets, dances, lectures, musical and literary programs and annual balls for the members and occasionally for their families. These were the major social events of a period preceding mass transportation and instantaneous communication which we take for granted today.

When Palo Alto first came into existence, the townspeople would travel to nearby Menlo Park or Redwood City to join the lodges previously formed. In the mid-1890's they decided to form their own local lodges. The organizations would lease meeting halls such as Nortree Hall or Lirio Hall for their meetings and social events. These halls were also leased by churches for religious services, school functions and public events. It was important to the local leaders of the lodges to have a meeting place just for fraternal organizations. For this reason, the local organization leaders formed the Fraternal Hall Association so that monies could be raised to build their special meeting place.

The new hall was originally used by the Independent Order of Foresters, the Knights of Pythias, the Masons, and the Workmen. These organizations provided a social life for all the townspeople. They secretly helped people in need such as contributing monies to disabled veterans. They were also known as benevolent and insurance clubs in that they would provide care of their sick and disabled members and payment of death benefits. For example, the members of the Foresters would pay a small amount in dues at each meeting. These monies would pay for death benefits to a member's family. Medicine and medical assistance would also be provided free. These insurance benefits were important to the townspeople of Palo Alto as they were throughout the state of California because it gave these people a sense of security and community.

JAN 1 2 1990

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Section number <u>8</u> Page <u>6</u>

FRATERNAL HALL BUILDING

In summary, the Fraternal Hall Building is highly significant in Palo Alto and during this era for both social and architectural reasons. Its link to Palo Alto's past, prominent citizens and fraternal organizations and evidence of the architecture of the late 19th century created by the prominent architect, Samuel Newsom, make it one of the most valuable historical buildings in Palo Alto. It is now owned by a limited partnership named High Street Project with Charles J. Keenan III as general/managing partner. In 1982-83 Mr. Keenan, with the assistance of the architectural firm Gentry and Associates, the structural engineering firm of Meserve Engineering and Ross Wilson Construction, restored and seismically upgraded the building and annex. The National Park Service approved certification of the building on June 19, 1984.

-4

9. Major Bibliographical References

Boghosian, Paula and John Beach. <u>Hi</u> of the City of Palo Alto. Palo	storical and Architectural Resources Alto: City of Palo Alto, 1979.
Demott, Bobby J. <u>Freemasonry in Amer</u> University Press, 1986.	ican Culture and Society. Lanham, MD:
Ferguson, Charles W. <u>Fifty Million</u> Ives, 1937.	Brothers. Toronto: JJ Little and
Gebhard, David, et al. <u>A Guide to A</u> <u>Northern California</u> . Santa Bar	
1878-1908, Santa Barbara: Reg	n Architectural Imagery in California,
Previous documentation on file (NPS): California, 19	979.
preliminary determination of individual listing (36 CFR 67)	Primary location of additional data:
has been requested previously listed in the National Register	Other State agency
previously determined eligible by the National Register	Federal agency
designated a National Historic Landmark	Cal government
Survey #	University Other
recorded by Historic American Engineering	Specify repository:
Record #	
10. Geographical Data	
Acreage of property14	
UTM References A [1.0] [5]7.4]1.1.2] [4.1]4.4]1.9.4]	B L J J J J J J J J L J L J L J J L J
Zone Easting Northing	Zone Easting Northing
	See continuation sheet
Verbal Boundary Description All of Lots 25 and 26, a	
of Patrick J. Martins Subdivision of Block No record in the Office of the Recorder of the Co	. 5, University Park", Which Map was filed for
December 27, 1889 in Book D of Maps, at page 1	161. Assessor Parcel Number 120-26-44.
	See continuation sheet
Boundary Justification Based on the legally recorde	ed lot lines, lots 25 and 26, of the
Patrick J. Martins Subdivision of Block 3, Uni the entire parcel now known as Assessor's Parc	iversity Park. The building footprint covers
	See continuation sheet
11. Form Prepared By	
name/title Claudia B. Conlin/Exec. Secretary	Vander D. Conten
organization Western California Land	date September 13, 1989
street & number 400 Hamilton Ave., #220	telephone (415) 326-2244 state CA zio code 93401 (
city or 10wn Palo Alto	

JAN 1 2 1990

National Register of Historic Places Continuation Sheet

FRATERNAL HALL BUILDING

Section number $\frac{9}{2}$ Page $\frac{2}{2}$

- Potter, Warren, and Robert Williams. <u>Fraternally Yours: The</u> <u>Independent Order of Forestors</u>. London: Queen Anne Press, 1967.
- Wood, Dallas E., <u>History of Palo Alto</u>. Palo Alto: Arthur H. Cawston, 1939.
- Peninsula Times-Tribune newspaper; Palo Alto, CA; photo archives; May, 1988.
- Palo Alto Historical Society, Palo Alto Main Library located at 1213 Newell, Palo Alto, CA; (415) 329-2436; Compilation of various newspaper articles in their files as follows:

Forestors. Palo Alto Times; 5/12/1893, 2/2/1894, 9/20/1898,

Forestors. Palo Alto Live Oak; 3/3/1897, 7/1903, 8/4/03.

<u>Fraternal Hall Building</u>. Palo Alto Live Oak; 10/27/1897, 12/1/1897, 2/16/1898, 3/16/1898, 4/6/1898, 8/19/1898 and 9/23/1898.

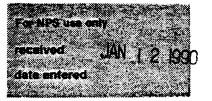
<u>Fraternal Hall Building</u>. Palo Alto Times; 11/5/1897, 2/14/1898, 9/20/1898, 5/18/05, 11/16/05, and 11/14/25; Stephens & Thompson (Editors & Proprietors); estab. 1893.

<u>Knights of Pythias</u>. Palo Alto Times; 10/21/1891, 1/23/03, 1/23/14 and 2/18/21.

Lirio Hall. Palo Alto Times; 5/21/06 and 1/7/32.

Nortree Hall. Palo Alto Times; 12/7/1994, 7/12/01 and 3/11/04.

National Register of Historic Places Inventory—Nomination Form

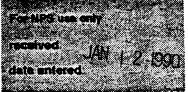


Cont	inuat	ion sheet	Item number	Page
PHO	DTOGI	RAPHS		1
Pho	otogi	raphs #1 to #8 below, the	e following information applie	S.
1. 2. 5.	Pa	aternal Hall Building Io Alto,California D Hamilton Ave., #220, Palo	o Alto, CA (Owner)	
<u>Pho</u>	togr	aphs		
1.	3. 4.	Unknown (found in Times 1 Mid 1890's	[ribune photo archives)	
	6.	Looking northwest up Univ	versity Ave. Building has not	yet been built.
2.	3. 4.	Unknown (found in Times 1 Turn of century, circa 18	[ribune photo archives) 399	
	6.		versity Ave. Building is prom	inent.
3.	3. 4.			
	6.		versity Ave. from opposite cor	ner.
4.	3. 4.	Unknown (found at RB Grap 1914	ohics Memorabilia, POBox 171, I	Palo Alto)
	6.	Looking northwest down Un	niversity Ave.	
5.	3. 4.	• • • • • • • • • • • • • • • • • • • •	ribune photo archives)	
	6.		niversity Ave. Building is at	immediate right.
6.	3. 4.	•	ribune photo archives)	
	6.		viversity Ave. Building is bel igns visible.	nind power pole.
7.		Unknown (Times Tribune ar circa 1950	chives)	
	4. 6.		iversity Ave. Building to rig	ght of foremost light pole.
8.	3. 4. 6.	Phyllis George (or membe circa 1968 looking south across Univ	r of family - resident of Palo	o Alto)
	υ.	Tooking south across UNIV	CISICY AVE.	

floor

United States Department of the Interior National Park Service

National Register of Historic Places Inventory—Nomination Form



			and the second secon
Contin	uatio	n sheet Item number	Page
рнот	OGR.	APHS	2
The	fol	owing information pertains to all the photographs	listed on this page.
2. 3. 5.	Palo Robo 254	cernal Hall Building Alto, California ert Marshall Photography Swett Road, Woodside, CA 94062-4708 (photographer	's address)
Phot	ogri	<u>iphs</u>	
		Spring, 1988 Looking south across University Ave. at entire bui	lding.
	4. 6.	Spring 1988 Looking south across University Ave. at the Univer:	sity entrance.
		Spring 1988 Looking west across High Street at entire length o	f building on High Street.
		Spring 1988 Looking across High Street at Hight Street entrance	2.
		Spring 1988 Inside entrance at 514 High Street – this is the m balister. Notice marble surround and carpet inlay.	
		Spring 1988 Looking at south wall of large meeting room, second	l floor.
	6.	Spring 1988 Looking at west wall of large meeting room, second of the small private offices.	floor, showing doors to two
		Spring 1988 Looking at Northwest corner of large meeting room,	second floor.
		spring 1988 Looking at northeast wall of large meeting room, se	cond floor showing window deta
8.4. 6		spring 1988 looking at alcove in small meeting room, second flo	or, west wall
9.4		Spring 1988 looking at northwest wall, right of alcove, in smal	l meeting room, second floor
	5.	Spring 1988 looking at northeast corner across the room from al	cove, small meeting room, secor

