

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

AUG 23 1983

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

1. Name

historic NA

and/or common Third Avenue/Downtown Historic District

2. Location Roughly bounded by Kentucky St., N. 2nd,

street & number NA N. 3rd and S. 3rd Aves. not for publication

city, town Sturgeon Bay vicinity of

state Wisconsin code 55 county Door code

3. Classification

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

4. Owner of Property

name Multiple ownership -- See Inventory

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Door County Courthouse

street & number 138 South Fourth Avenue

city, town Sturgeon Bay state Wisconsin 54235

6. Representation in Existing Surveys

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

date 1975 (updated 1982) federal state county local

depository for survey records Historic Preservation Division, State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

7. Description

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

Describe the present and original (if known) physical appearance

I. GENERAL DESCRIPTION

The Third Avenue/Downtown Historic District encompasses nearly twelve acres (approximately seven blockfaces) and includes over forty late 19th and early 20th century commercial, civic, and converted residential buildings located along and adjacent to the three block heart of Sturgeon Bay's traditional central business district.

Without a formal plat until 1855, Sturgeon Bay and its central business district grew as a casual grid of stump studded streets laid on slightly higher ground parallel to the waters of the bay for which the city was named. (1) As more formalized commercial development occurred from the 1870's on--booming in the 1880s--the business district remained separated from the bay by the sawmills and shipyards that were the industrial base of the city. This land-use relationship continues today with the downtown being near the water but not relating to it either visually or functionally.

The Third Avenue/Downtown Historic District comprises the center of downtown Sturgeon Bay and is characterized by relatively intact blockfaces of two-story, masonry clad buildings. These meet at party walls with no setbacks from the public right-of-way. While the main business street--Third Avenue--is slightly wider than others within the District (2), there are no public open spaces, other than sidewalks, and the buildings form an architectural "wall" that is virtually unbroken within the boundaries of the District. Similar structures are located on Kentucky Street while freestanding, residential type structures--similar to those that comprised the District in its earliest days and now converted to commercial/apartment uses--are found on North Second Avenue. Kentucky Street is an extension of the present architecturally cohesive character of Third Avenue while the early frame buildings on Second Avenue reflect the mixed-use traditions of downtown Sturgeon Bay before development (and redevelopment) intensified. Today, both of these side streets are functional as well as architectural extensions of the primary business street.

During its primary period of development--1880 to 1910--the District achieved much of the commercial, architectural, and urban design character that it has today. Additional descriptive details of the District during that period can be found in Item 8-II of this nomination.

Surrounding the District are other commercial, public, or residential uses that are a) of no particular architectural interest relative to the District's period of significance because of substantial remodeling or recent dates of construction, or are b) functionally not related to the land-use character of the District. It is only within the District that a distinguishable concentration of older building types and architectural styles--and commercial and civic structures that have maintained their architectural integrity--can be found and seen in context. For a discussion of the techniques used in determining District boundaries, see Item 8-V of this nomination.

II. BUILDING TYPES

The older buildings that comprise the Third Avenue/Downtown Historic District were designed in a variety of local interpretations of the late Italianate, late Queen Anne,

8. Significance

| Period | Areas of Significance—Check and justify below | | | |
|---|--|---|---|--|
| <input type="checkbox"/> prehistoric | <input type="checkbox"/> archeology-prehistoric | <input type="checkbox"/> community planning | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion |
| <input type="checkbox"/> 1400-1499 | <input type="checkbox"/> archeology-historic | <input type="checkbox"/> conservation | <input type="checkbox"/> law | <input type="checkbox"/> science |
| <input type="checkbox"/> 1500-1599 | <input type="checkbox"/> agriculture | <input type="checkbox"/> economics | <input type="checkbox"/> literature | <input type="checkbox"/> sculpture |
| <input type="checkbox"/> 1600-1699 | <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> education | <input type="checkbox"/> military | <input type="checkbox"/> social/ humanitarian |
| <input type="checkbox"/> 1700-1799 | <input type="checkbox"/> art | <input type="checkbox"/> engineering | <input type="checkbox"/> music | <input type="checkbox"/> theater |
| <input checked="" type="checkbox"/> 1800-1899 | <input checked="" type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> transportation |
| <input checked="" type="checkbox"/> 1900- | <input type="checkbox"/> communications | <input type="checkbox"/> industry | <input type="checkbox"/> politics/government | <input type="checkbox"/> other (specify) |
| Period of significance: | | | | |
| Specific dates | 1865 to 1935 | Builder/Architect | NA | |

Statement of Significance (in one paragraph)

I. INTRODUCTION

The Third Avenue/Downtown Historic District is of historical significance because it is associated with the developing and maturing of the city of Sturgeon Bay as the traditional focus of commercial activity within the community and the region. It is of architectural significance because it is the most intact and representational grouping of late 19th and early 20th Century commercial and civic buildings in Sturgeon Bay. It is not characterized by any dominant architectural style but reflects a wide variety of traditional commercial building modes common throughout Wisconsin and the Midwest during the decades that bracket the turn of the century. Few of these buildings have been substantially eroded, and many examples both of anonymous craftsmanship and the use of distinctive local limestone remain. This makes the District significant as a distinguishable entity that is more than merely the sum of its component parts. Simply, it is the commercial and architectural heart of Sturgeon Bay.

II. HISTORICAL DEVELOPMENT

The District and its periphery began to develop as the commercial "crossroads" of present Sturgeon Bay from the earliest days when, for example, the community had only 222 inhabitants and some thirty buildings and seven stores. (42) It was the most logical place for the shops, saloons, banks, and offices to locate to serve the growing community and its hinterland. It was far enough from the bay which was beginning to be lined with lumber mills and shipyards, it was along the major road (Cedar Street, now Third Avenue) that served the eastern shore of the bay, and--most importantly--it was at the narrow neck of the bay that was first crossed by hand winched ferry boats in 1859, steamers in 1873, and a bridge in 1886. (43)

Commercial buildings, mixed with houses--such as the N.R. Lee House, 1867, at 158 N. Second Avenue (DR 18-26); and the A.W. Lawrence Sr. House, c1868 with later additions, at 116 N. Second Avenue (DR 18-28)--popped up like wooden mushrooms, first along the still stump ridden Main Street (now Second Avenue) and then along Cedar Street, one block farther east. There, by 1880, commercial buildings began to dominate the streetscape. (8) Originally these were built of wood, but, one by one, they were replaced or clad with brick or stone as affluence or prudence dictated. Of these, only the John Masse Hardware Store and Tin Shop, c1872 and remodeled in 1893, at 22 S. Third (DR 14-17a), remains.

While the justifiable fear of fire influenced the choice of building materials, the location of the first bridge--a toll bridge (demolished in 1970) built by John D. Leathem and Thomas H. Smith which connected the City of Sturgeon Bay with the Village of Sawyer to the west--defined the primary commercial intersection as Cedar and St. John (now Kentucky) Streets. (45) This set the hierarchy of locational values within the District even after the "new" bridge (not within the District) was built at

9. Major Bibliographical References

See continuation sheets

10. Geographical Data

Acreage of nominated property 11.66

Quadrangle name Sturgeon Bay West

Quadrangle scale 1:24000

UTM References

A

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|------|---------|---|---|---|----------|---|---|---|---|---|---|---|---|---|
| 1 | 6 | 4 | 7 | 0 | 3 | 4 | 0 | 4 | 9 | 6 | 4 | 2 | 6 | 0 |
| Zone | Easting | | | | Northing | | | | | | | | | |

B

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|------|---------|---|---|---|----------|---|---|---|---|---|---|---|---|---|
| 1 | 6 | 4 | 7 | 0 | 0 | 8 | 0 | 4 | 9 | 6 | 4 | 5 | 8 | 0 |
| Zone | Easting | | | | Northing | | | | | | | | | |

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|------|---------|---|---|---|----------|---|---|---|---|---|---|---|---|---|
| 1 | 6 | 4 | 7 | 0 | 2 | 0 | 0 | 4 | 9 | 6 | 4 | 6 | 0 | 0 |
| Zone | Easting | | | | Northing | | | | | | | | | |

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|------|---------|---|---|---|----------|---|---|---|---|---|---|---|---|---|
| 1 | 6 | 4 | 7 | 0 | 3 | 8 | 0 | 4 | 9 | 6 | 4 | 3 | 0 | 0 |
| Zone | Easting | | | | Northing | | | | | | | | | |

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| Zone | Easting | | | | Northing | | | | | | | | | |

H

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|------|---------|--|--|--|----------|--|--|--|--|--|--|--|--|--|
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| Zone | Easting | | | | Northing | | | | | | | | | |

Verbal boundary description and justification

See continuation sheets

List all states and counties for properties overlapping state or county boundaries

state NA code county code

state code county code

11. Form Prepared By

name/title Bruce M. Kriviskey, AICP, Architectural Historian. Richard H. Zeitlin, PhD., Historian

organization Pfaller Herbst Associates, Inc. date 1 March 1983

street & number 210 East Michigan Street telephone 414/271-5350

city or town Milwaukee state Wisconsin

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature [Signature]

title Director of Historic Preservation date Aug. 16, 1983

For NPS use only

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

[Signature] date 10.6.83
Keeper of the National Register

Attest: date

Chief of Registration

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and Classical Revival styles that were in vogue during the district's primary period of development--1880 through 1910. Of particular interest is the frequent use of locally quarried, grey limestone.

Most buildings located within the District are faced with cream or vermilion colored brick or light grey limestone, stand two or two and one-half stories high, and are crowned with ornate cornices of pressed metal or corbelled brickwork. By 1910, this basic type of building replaced an earlier generation of frame stores, as well as houses comparable to those still standing within the District on Second Avenue. (3) On Third Avenue, all but one wood clad commercial structure--the John Masse Hardware and Tin Shop, at 22 S. Third (DR 14-17a), were replaced or veneered with brick.

Built in about 1872 by James McIntosh as a grocery store and remodeled to its present appearance by Masse in 1893, this is the last remaining example within the District of this early building type. (4) Since most of the buildings of the second architectural generation were similar, they created an organized and consistent appearance along the street. Today, even with third generation buildings (early to mid-20th Century) and those of more recent vintage, the overall appearance of the District reflects this strongly cohesive, turn-of-the-century architectural tradition. There remains, however, a reminder on Second Avenue of the simpler architectural character that the District had as downtown Sturgeon Bay entered its primary period of development.

Fortunately, most District buildings have been well maintained but, unfortunately, nearly all have been altered in one way or another since being built. Many of these alterations are minor, and have resulted from routine maintenance work. Other alterations --particularly to commercial storefronts--are the result of substantial remodeling.

Some early storefronts do remain, however, and the Frank Conjurske Building, 1905/1906, at 36 N. Third (DR 6-26); the Mitchell F. Laplante Block, 1890, at 148-54 N. Third (DR 16-12); and the John Graef Building, 1902, at 325 Kentucky (DR 18-25) are the best examples of these within the District. Encouragingly, the trend for recent rehabilitation work is to strip away inappropriate remodeling, as at the Merchants Exchange Bank Building, 1908, at 10 N. Third (DR 16-25) and to recapture the building's original architectural flavor.

The general types of older buildings found within the district are few--the single storefront commercial building, usually with an apartment above for the owner or shopkeeper, as at the John Masse Hardware and Tin Shop, c1872 and remodeled in 1893, at 22 S. Third (DR 14-17a), or the John Graef Building, 1902, at 325 Kentucky (DR 18-25); the commercial "block" with two or more storefronts and upper story apartments, offices, lodge halls, or workshops as at the Henry Peschon Block, 1893 and later, at 13-23 N. Third (DR 6-34), or the Shimmel/Gillespie Block, 1890, at 139-47 N. Third (DR-31a); and the bank or other special purpose building, usually located on a prominent corner site, with more prestigious facades and office or business spaces on the upper floors as at the Merchants Exchange Bank Building, 1908, at 10 N. Third (DR 16-25), the J.J. Pinney Block, 1906, at 11 N. Third (DR 7-10), or the Bank of Sturgeon Bay/Scofield Block, 1899/1900, at 211 N. Third (DR 7-7). Today, many of these architectural traditions remain even with some of the few more recently (1960 and later) constructed buildings.

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III. DESCRIPTIONS OF PIVOTAL BUILDINGS

As a result of the architectural inventory and evaluation on which this nomination is based, fifteen (21%) of the forty-five District buildings were determined to be of pivotal significance, and twenty-four (56%) of contributive significance to the historic architectural and commercial character of the District during its primary period of development. Only seven (14%) were felt to be non-contributive.

Those buildings of pivotal significance are well maintained, of high architectural integrity, and the best examples of a particular architectural style or building type within the District. These are the buildings that exemplify and clearly illustrate the collective architectural and commercial significance of the District. Those identified as contributive exhibit these same characteristics but to a lesser degree. Yet, these buildings are important in establishing the contextual significance of the District. Non-contributive buildings are of more recent construction or substantially remodeled. While still being sound buildings within the downtown, they are not representative of the District's historical period of significance. The buildings of pivotal significance within the District are described in the following paragraphs:

116 N. SECOND AVENUE--THE A.W. LAWRENCE SR. HOUSE, c1868 (with later additions):

This property has a history of divided ownership until 1889 when L.N. Washburn --the foreman of the Sturgeon Bay Lumber Company--acquired a unified title. (5) A.W. Lawrence, Sr. constructed the original house on this site in 1868/1869. (6) Lawrence was one of the pioneer entrepreneurs in the Sturgeon Bay area. He was connected with lumbering, commerce, manufacturing, and banking. He sold the house to Washburn, who managed Lawrence's store, in 1880. (7)

This large, two-story dwelling is of frame construction with white painted bevel siding. It has been modified several times over the years but it still retains the architectural character of the turn of the century. This building was originally linked, in the manner of a so-called "Connecticut barn", to a woodshed and a stable which is still standing. Subsequent modifications included, by 1911, the addition of a simply detailed veranda topped by a plainly detailed balustrade. This house, now converted to commercial use, is an excellent example of the type of large residential building of wood that was once common throughout the District before commercial development intensified. (Photo/Map Code: DR 18-28)

158 N. SECOND AVENUE--THE N.R. LEE HOUSE, 1867/1868: N.R. Lee came to Sturgeon Bay in 1858 and worked in the "Lower Mill". (8) He served in 32nd Wisconsin Infantry during the Civil War and, in 1867/68, had Delano Kimber construct this house for Lee and his wife. (9) At that time, Lee ran a hotel. When Mrs. Lee died in 1872, the house was sold.

This is the earliest extant building located within the District and, like many others, has been added on to many times. It has now been adapted for commercial use and a recent addition links the original house with a stable or coach house which was built about 1880. There is evidence of some Greek

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Revival style influence in the window lintels and in the broad fascia beneath the eave overhang. The wing to the south was originally one story high. A second story was added and the porch substantially modified in the then popular Classical Revival style in about 1905. The recent addition is in sympathy with the early architectural character of the original house. This house is an excellent example of the type of smaller, residential building of wood that was once common throughout the District before commercial development intensified. (DR 8-26)

10 N. THIRD AVENUE--THE MERCHANTS EXCHANGE BANK, 1908: The Merchants Exchange Bank was founded in 1881 and its first building was located on another site. (10) This building was built in 1908. (11) The bank failed in the depression of the 1930s.

This two-story, pressed brick (rust-brown) building has been extensively and sympathetically rehabilitated by the present owners and, for this reason, is an excellent example of a typical, turn-of-the-century bank building --solid and conservative. The late Classical Revival style shown in the detailing of the modillioned, limestone cornice and terra cotta frieze at the parapet, and the carved limestone of the entry surround, highlight this visually prominent corner building. (DR 16-25)

11 N. THIRD AVENUE--THE J.J. PINNEY BLOCK, 1906: When this building was built in 1906, it housed a business college, the public library, the telephone exchange and the post office. (12) By the 1920s, it was used in part by the city hospital. Pinney was the editor of the Door County Democrat, a political and commercial rival to the present Door County Advocate. (13)

This large commercial block is only three bays wide at the front but extends back to the full depth of the lot. It is designed in a simplified, local interpretation of the Renaissance Revival style with the half-basement level finished with grey, local limestone set as rockfaced ashlar. Two stories of grey brick top this and are crowned with a corbelled brickwork frieze which is, in turn, capped with a pressed sheet metal cornice. A shallow third story appears to have been added sometime after 1911. This addition does not detract from the architectural integrity of this highly visible corner building. It is an excellent example of a simply detailed, local interpretation of this style. (DR 7-10)

13-23 N. THIRD AVENUE--THE HENRY PESCHON BLOCK, 1893 (and later): This three-storefront commercial block has undergone a continuing series of transfigurations over time. (14) For this reason, it is difficult to attribute specific improvements to either individual owners or dates. Originally clad with wood, the two building sections to the north were veneered with brick prior to 1898. The third section, to the south was built at about that same time, although of solid masonry. The three units were refashioned prior to 1904 in their present form. Numerous businesses including a saloon, a restaurant, and a cigar factory were located in the newer section and a tailor shop in the north bay. (15)

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This block is of painted brick, two stories in height and topped by a shingled mansard roof, also painted white. The upper facade is accented with three gabled, oriel windows. The newer bay is somewhat more ornately detailed in the Eastlake style. The three storefronts are relatively intact with modifications occurring within the masonry openings. This commercial block is an interesting accent and is of significance as the only Queen Anne/Eastlake style building within the District. (DR 6-34)

36 N. THIRD AVENUE--THE FRANK CONJURSKIE BUILDING, 1905/1906: This single storefront commercial building was built in 1905/1906 by Frank Conjurskie and was used as a barber shop with apartments on the second story. (16) It is in the same use and family ownership today.

Designed in a local interpretation of the Classical Revival style, the building is faced with grey, local limestone set in alternating width courses as rockfaced ashlar. An entablature is built up from smaller sized stones corbelled to imply classical detailing. The parapet is accented with a central gable, also made up of stone blocks, and rounded limestone caps accenting the vertical members. The storefront and the side entry to the second story are also of interest because they appear to be unaltered from the original. This building is an excellent example of the adaption of the hard, difficult to work, local limestone to the ornate detailing required of this architectural style. Also, it has one of the few unaltered storefronts within the District. (DR 6-26)

40-44 N. THIRD AVENUE--FRANCIS X. SAILER BLOCK, c1881: This double commercial block was used as a furniture store during the 1880s although it may have been constructed earlier than that. (17) The second story is clad with large concrete blocks, or panels. This type of building material, which was manufactured in Sturgeon Bay by a Captain Kirtland in the years 1881 to 1882, may have been applied as a veneer to an earlier frame structure. (18) An ornately detailed wood cornice, supported by scroll sawn brackets, remains. One side of the building housed a saloon while the other was a furniture store and undertaking establishment. (19)

Although both of the present storefronts have been substantially modified, this building is of architectural significance as the only example within the District of the application of this locally produced building material. (DR 16-20)

139-47 N. THIRD AVENUE--THE SHIMMEL/GILLESPIE BLOCK, 1890: When this building was constructed in 1890, the south half (139) was owned by the Shimmel family. (20) Mr. Shimmel was involved in the tailoring business. The other half (147) was owned by Thomas Gillespie, a furniture dealer. (21)

This double commercial block is accented by handsomely crafted, corbelled brickwork detailing at the frieze below the cornice and at the architrave over the storefront openings. Here, arcades and shallow brackets link implied pilasters. This feature is the best and most exuberant example of

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this type of anonymous craftsmanship within the District. The original storefronts have been substantially modified but these changes have been made within the original masonry openings. (DR 19-31a)

148-54 N. THIRD AVENUE--THE MITCHELL F. LAPLANTE BLOCK, c1865 and enlarged c1890: Several frame structures existed on this site prior to 1890. (22) It appears that one or more of these were veneered c1890 with brick and a similarly veneered minor addition was built thus forming the mass of the building seen today. (23) Mitchell F. Laplante came to Sturgeon Bay in 1878. He was a barber and, apparently occupied the larger north half of the building, sharing it with a news stand. A millinery shop was in the other storefront. (24) Similar uses are found in the building today.

This building is a six bay, double commercial block two stories in height and built of now painted brick. The ornate entablature is of corbelled brick. This accents the otherwise unadorned facade. The storefronts are of wood with iron columns and extend, curiously, about two feet out from the line of the primary facade. This building is of architectural significance as having one of the few unaltered storefronts within the District and because of the craftsmanship shown in its brickwork. (DR 16-12)

163 N. THIRD AVENUE--THE TIFT AND HAY HARDWARE STORE, 1889: This building was built in 1889. (25) The building had been in continuous use as a hardware store until 1979.

An ornately detailed entablature and cornice of corbelled brickwork provides a hint of Classical Revival detailing to this otherwise plain but visually prominent, corner building. Of cream colored brick, trimmed with limestone sills and lintels, the building retains its original storefront opening although modern materials have been used in recent modifications. The primary facade is six bays wide with the brickwork forming implied pilasters separating the two outer bays. The building extends the full depth of the lot and a side entry faces Kentucky Street. A smaller addition to the rear, built with similar materials and designed with similar detailing, was built as a tin shop in 1901. (DR 7-5)

211 N. THIRD AVENUE--THE BANK OF STURGEON BAY/SCOFIELD BLOCK, 1899/1900: The Bank of Sturgeon Bay/Scotfield Block was constructed in the years 1899/1900 on the site of the A.C. Meacham House, a large brick residence built in the 1880's. H.C. Schofield was one of the most important individuals in Sturgeon Bay. He was involved in local politics and served as a mayor of Sturgeon Bay. (27) This massive corner building is of grey, local limestone laid in alternating width courses as rockfaced ashlar. In keeping with the obdurate character of this stone, the detailing and trim is not carved but is built up of smaller blocks to form classical ornament. A modillioned cornice treatment, a gable over a former side entrance, and the semicircular arches over the corner (bank) windows and entry show this technique. An original, embattled corner clock tower has been removed and other modifications to the north storefront

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(hardware company) have been made within the original masonry opening. This prominent corner building is the largest and most handsomely detailed building of local limestone within the District. It is the only building within the District that can be attributed to the Sturgeon Bay architect Fred D. Crandall (1859-1936) who designed several other city buildings in this material and in this style. (28) (DR 7-7)

22 S. THIRD AVENUE--THE JOHN MASSE HARDWARE AND TIN SHOP, c1872 and remodeled in 1893: This building was built in the early 1870s by James McIntosh and served as Sturgeon Bay's first grocery store until about 1880 when it was purchased by John Masse. (29) It was steadily improved since that time achieving its present appearance in about 1893. (30) Masse was the son of C.A. Masse, a Green Bay real estate entrepreneur. First used by him as hardware and tin shop, it was then used as a saloon and, in the early 1890's as a furniture store. (31)

This well maintained, plainly detailed commercial building is of architectural significance as the last remaining wood sided commercial structure within the District. A central oriel window, rectangular in section and capped with a central pediment, accents the primary facade giving it a hint of the Italianate style. Otherwise this is a simple, vernacular building. Although the storefront has been modernized, the original architectural character of this now unique example of a building type and style once common in downtown Sturgeon Bay is remarkably intact. (DR 14-17a)

37-45 S. THIRD AVENUE--THE JOSEPH F. STROH BLOCK, 1890: The Joseph F. Stroh Block was built in 1890 and probably constructed by the owner as he was in the construction and building business in Sturgeon Bay. (32) At the time of its construction it housed a bakery/restaurant, a drygoods store, and on the second story what was known as the "The Commercial Hotel," operated by Stroh. (33) By 1898, the hotel occupied both stories and outbuildings--used as salesmen's sample rooms--were at the sides. By 1914, however, the hotel function diminished and the primary use of the building was for a series of retail establishments. (34) Stroh was a partner, with C. Leonhardt, in the hotel, sewing machine, and construction businesses. (35)

This six bay, two-story painted brick building is crowned with an ornately detailed cornice fabricated of cast iron. While Italianate in massing, the cornice, cast iron lintels, and cast iron "voussoirs" forming a curiously off center Gothic arch pediment at the buildings parapet, point to the eclecticness of the building's design and the availability of stock building parts. These details, together with a remaining original storefront (north side), show the richness of the original ornamentation which make this building significant as the best example of this late, local interpretation of the Italianate style within the District. (DR 6-33)

38 S. THIRD AVENUE--STURGEON BAY CITY HALL AND FIRE HOUSE, 1910: This is the third municipal building that Sturgeon Bay has had. The first Village Hall

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was destroyed by fire in 1880, the first City Hall was displaced when the "new" library was being constructed in 1910. (36) In 1935, an addition or annex (30-36 S. Third) was constructed. (37) Originally a stable and a "lock up" were located at the rear and a hose drying tower of wood construction was at the northwest corner. In 1919, the fire fighting operation boasted of "three paid men and four horses." (38)

The building is designed in a local interpretation of the Classical Revival style and is built of grey, local limestone. The design of this building is in imitation of a Roman temple with an implied central pavillion with a pediment fashioned of blocks of limestone and supported by three carved Ionic pilasters (Bedford limestone) all above a new and enlarged garage type door. The first story is of alternating width courses of grey, local limestone laid as rusticated ashlar. The upper story is of regularly coursed, rockfaced ashlar. A one-story addition to the north, also of local limestone, was built in 1935. The City Hall is of architectural significance as the most "classically" detailed of the local limestone buildings located within the District. (DR 6-29)

325 KENTUCKY STREET--THE JOHN GRAEF BUILDING, 1902: John Graef was a business associate of A.N. Wegener. Together, they operated a cigar rolling business located in the north half of the double commercial block (160-64 N. Third) directly west of this site. (39) This single storefront commercial building appears to have been built in 1902 as an addition to this larger commercial block on the rear lot owned by John Grieson. (40) It was linked to the larger building and the first story was used for a meat market. (41)

This two story, painted brick, commercial building is quite well maintained and has one of the few intact, early storefronts within the District. The handsomely proportioned facade has a broad central window, at the second level, flanked by narrower ones--all three beneath a curved drip mold. It is crowned with an entablature of pressed metal which appears to be supported by implied pilasters which frame the second story. The storefront columns are of cast iron. This is one of the few relatively unaltered commercial structures within the District. (DR 18-25)

IV. ARCHAEOLOGICAL POTENTIAL

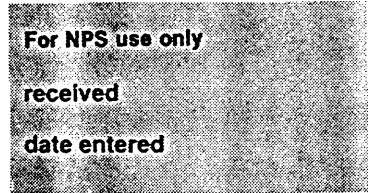
Archaeological investigations within the District have not been undertaken and its archaeological potential is not known at this time.

V. INVENTORY AND EVALUATION OF DISTRICT PROPERTIES

Note: Evaluations are indicated as (P) Pivotal, (C) Contributive, and (N) Non-Contributive.

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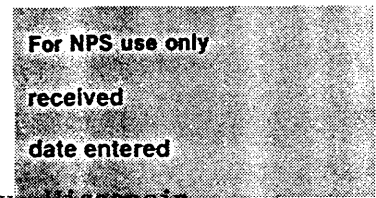


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| ADDRESS/ PHOTO KEY | EVALUATION | OWNER | OWNER'S ADDRESS |
|----------------------------|------------|--|--|
| 116 N. Second DR 18-28 | (P) | The Carpet Cutter, Inc. | Same |
| 132 N. Second DR 18-27 | (C) | Carol A. Mueller | Route 1 Little Suamico, WI 54151 |
| 158 N. Second | (P) | Corner House Shops of Sturgeon Bay, Inc. | Same |
| 10 N. Third DR 16-25 | (P) | Wesley B. Parsons | Same |
| 11 N. Third DR 7-7 | (P) | H & H Enterprises | 215 N. Third Avenue Sturgeon Bay |
| 12-20 N. Third DR 16-23 | (C) | Alfred H. Schwoerer (12 N. Third) James H. Worley (20 N. Third) | Same Same |
| 13-23 N. Third DR 6-31 | (P) | Earl J. Stroh (13 N. Third) Bernard E. May (19 N. Third) | Same Same |
| | | Knaapen's Bakery, Inc. (23 N. Third) | Same |
| 22-30 N. Third | (C) | Allen D. Schley (22 N. Third) Emanuel R. Mueller (30 N. Third) | Route 6 Sturgeon Bay Route 3 Sturgeon Bay |
| 33 N. Third DR 6-32 | (C) | Dilos, Ltd. | 4169 Bay Shore Drive Sturgeon Bay |
| 36 N. Third DR 6-21 | (P) | Florence M. Conjurske | Same |
| 40-44 N. Third DR 16-20 | (C) | Midwest Wheels, Inc. | 744 N. Fourth Street Milwaukee, WI |
| 41 N. Third DR 16-30 | (C) | Dilos, Ltd. | 4169 Bay Shore Drive Sturgeon Bay |

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| ADDRESS/ PHOTO KEY | EVALUATION | OWNER | OWNER'S ADDRESS |
|------------------------------|------------|---|---|
| 49 N. Third DR 16-31 | (C) | Nebel Electric Shop, Inc. | Same |
| 50 N. Third DR 17-19 | (C) | J. William Draeb | P.O. Box 306 Sturgeon Bay |
| 57 N. Third DR 16-32 | (N) | First National Bank of Sturgeon Bay | Same |
| 58-60 N. Third DR 16-17 | (N) | H.C. Prange Mutual Aid Society | Same |
| 110-14 N. Third DR 16-16 | (C) | Rodney C. Bohn | Same |
| 109-113 N. Third DR 16-33 | (C) | Bank of Sturgeon Bay | 217 W. 4th Avenue Sturgeon Bay |
| 117 N. Third DR 16-35 | (C) | Bank of Sturgeon Bay | 217 W. 4th Avenue Sturgeon Bay |
| 120-30 N. Third DR 16-15 | (C) | David G. Miller | Same |
| 125 N. Third DR 16-36 | (C) | Bernard E. May | 19 N. Third Avenue Sturgeon Bay |
| 129 N. Third | (C) | Raymond F. Mailand | 135 N. Third Avenue Sturgeon Bay |
| 136 N. Third DR 16-14 | (C) | Louis Rockendorf | 301 W. Fulton Avenue Sturgeon Bay |
| 135 N. Third DR 19-30a | (C) | Raymond F. Mailand | Same |
| 139-47 N. Third DR 19-31a | (P) | Myrton N. Krueger (139 N. Third) Marjorie C. Zoerbe (147 N. Third) | N. Bayshore Drive Sturgeon Bay Same |
| 144 N. Third DR 1603 | (NC) | F.W. Woolworth | P.O. Box 1665 Milwaukee |
| 148-54 N. Third DR 16-12 | (P) | Carlton D. Oram | 328 N. 17th Drive Sturgeon Bay |

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| ADDRESS/ PHOTO KEY | EVALUATION | OWNER | OWNER'S ADDRESS |
|------------------------------|------------|---|--|
| 151-55 N. Third DR 19-32a | (C) | Cherryland Invest. Ltd. | 810 N. Sixth Avenue Sturgeon Bay |
| 160-64 N. Third DR 16-11 | (C) | Michael E. Seeber (160 N. Third) Dorothy Kent (164 N. Third) | Same 630 N. Juniper St. Sturgeon Bay |
| 163 N. Third DR 7-2 | (P) | Cherryland Invest, Ltd. | 810 N. Sixth Avenue Sturgeon Bay |
| 211 N. Third DR 19-33a | (P) | Clifton & Wayne Harmann | Same |
| 14 S. Third DR 18-32 | (N) | James R. Keys, Et al | Same |
| 22 S. Third DR 14-17a | (P) | Robert DeMelle | 32 N. Ninth Avenue Sturgeon Bay |
| 26 S. Third DR 18-35 | (N) | Virgil F. Starr | Same |
| 30-36 S. Third DR 18-34 | (C) | City of Sturgeon Bay | Same |
| 31 S. Third DR 19-37 | (C) | Masonic Order | Same |
| 37-45 S. Third DR 6-30 | (P) | Thorval Toft | Same |
| 38 S. Third DR 6-26 | (P) | City of Sturgeon Bay | Same |
| 50 S. Third DR 18-36 | (C) | Lawrence A. Pagenkopf | 1757 Michigan Street Sturgeon Bay |
| 62 S. Third DR 18-36a | (N) | Frontier Savings Assoc. | Same |
| 70 S. Third DR 14-19a | (C) | Betty J. Hoffman | Same |
| 112 S. Third DR 14-18a | (C) | Clarence G. Cumber, Jr. | 1249 Texas Street Sturgeon Bay |

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| ADDRESS/ PHOTO KEY | EVALUATION | OWNER | OWNER'S ADDRESS |
|--------------------------|------------|---------------------|--|
| 325 Kentucky DR 18-25 | (P) | Elmer Bohn | 25 N. Eighth Avenue Sturgeon Bay |
| 331 Kentucky DR 18-34 | (C) | Cyril A. Pierquet | 852 Circle Ridge Place Sturgeon Bay |
| 334 Michigan DR 16-26 | (N) | Door County Vacuums | Same |

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Spruce (now Michigan) Street in 1930. (46) Prestigious new buildings gravitated to this "hot corner" including the Bank of Sturgeon Bay/Scotfield Block, 1899/1900 (211 N. Third, DR 7-4), the Tift and Hay Hardware Store, 1889 (163 N. Third, DR 7-2) and the Greisen Block c1895, (160-164 N. Third, DR 16-11).

The period of development during which the District achieved its present form and architectural character was during the three decades from 1880 to 1910. While a steady stream of building replacements occurred throughout the District's history, a major fire in 1880 consumed twelve downtown buildings, including the village hall and fire house. (47) This sparked the architectural tradition of brick and stone in evidence today. Also, this was the heyday of the prosperity and commercial development boom caused by the completion of the Sturgeon Bay-Lake Michigan Canal which cut one hundred miles of treacherous waters from the Green Bay to Milwaukee or Chicago journey. (48) During this span of thirty years, Sturgeon Bay became an important port city and eventually attracted the sizable maritime industry which is its industrial base today.

By 1910, the form of the District was firmly established and no major changes in its urban design or land-use character were made. Architectural changes (see ITEM 7 of this nomination) did occur as older buildings were modified or replaced with newer ones but, the intensive period of development was, essentially, over. Early photographs show the District near the turn of the century with dirt streets, wood sidewalks, "new" electrical poles and street lights, and with many of the same buildings that can be seen today. (49)

III. AREAS OF SIGNIFICANCE

A. COMMERCE

The District is an environment that clearly conveys a sense of time and place through the survival of a variety of commercial building types and "downtown" civic and commercial uses. This is because of its function as the heart of the traditional central business district of Sturgeon Bay during its period of primary historic and architectural significance--1880 to 1910--and to the present.

The traditional central business district of any community will reflect its reason for being in its overall configuration, architecture, and patterns of development. And, in smaller communities such as Sturgeon Bay, the traditional business district is always of significance to that community if for no other reason that there is seldom more than one "downtown." In Sturgeon Bay, however, there are two--the larger business district on the northeast side of the bay, within which the Third Avenue/Downtown Historic District is located, and the much smaller (and, presently, less architecturally cohesive) business area on the other side of the bay in what was once the Village of Bay View, later Sawyer, and now the "west side" of the City of Sturgeon Bay.

But, historically, Sturgeon Bay's primary business district has been the more intensively developed larger area across the bay from the "mainland" of Wisconsin. For

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this reason, most larger retail businesses--as well as banks and major professional and civic offices--were located within the Third Avenue/Downtown Historic District.

Several bank buildings of commercial prominence were erected, including the Bank of Sturgeon Bay/Scofield Block, 1899/1900, at 211 N. Third (DR 7-4), and the Merchants Exchange Bank, 1908, at 10 N. Third (DR 16-25). Major commercial buildings were built including the Tift and Hay Hardware Store, 1889 at 163 N. Third (DR 7-2), and the J.J. Pinney Block, 1906, at 11 N. Third (DR 7-7) which , when constructed, housed a business college, the public library, the telephone exchange, and the post office. (50) The present appearance of these visually dominant, corner buildings within the District are clear reminders of the commercial significance of downtown Sturgeon Bay within the Door County region.

In between these--and as architectural counterpoint to the large buildings or commercial blocks--smaller stores with apartments or work spaces above were built. Examples of these include the wood clad John Masse hardware and Tin Shop, c1872 and remodeled in 1893, at 22 S. Third (DR 14-17a); the Frank Conjurske Building built of local limestone in 1905/1906, at 36 N. Third (DR 16-21); and the John Graef Building, c1902, at 325 Kentucky (DR 18-32)--really, an addition to the larger commercial block to the southeast. These are all existing, architecturally intact examples of the "infill" commercial development that occurred in response to the attractiveness of the larger "magnet" stores and businesses. They reflect the typical home-above-the-shop way of commercial life that was common during the District's primary period of significance. Throughout the District, saloons, cigar shops, boot and shoe stores, grocery stores, meat markets, and drugstores filled the storefronts, much as their equivalents do today, and the magnet/infill relationship continues to exist.

Because downtown Sturgeon Bay was a hub of commerce, transportation, and business service, travelers frequently passed through and restaurants, saloons, and hotels were common. For evidence of the several hotels that were located within the District over time, only the Joseph F. Stroh Block, 1890, at 37-45 S. Third (DR 6-30) remains. In addition to other uses, it housed the Commercial Hotel. The Swoboda Hotel (demolished in the 1960s), was located at the intersection of Cedar and Louisiana (then Cottage) Streets on the site of the recently constructed First National Bank while the earlier Cedar Street House--a popular house and saloon--was located one block farther north until it was replaced by the Tift and Hay Hardware Store (163 N. Third, DR 7-5) in 1889. Today, this tradition of hospitality continues in downtown Sturgeon Bay but within newer buildings just outside the periphery of the District.

While not of commercial significance, per se, civic buildings contribute to the role of the District as the "downtown" of Sturgeon Bay. The present City Hall and Fire Station, built in 1910 and expanded in 1935, is at 30-36 and 38 S. Third Avenue (DR 18-34 and DR 6-26).

Downtown Sturgeon Bay, of which the Third Avenue/Downtown Historic District is the heart, continues to be the location of those retail, entertainment, business service, and municipal facilities that serve the entire Sturgeon Bay region--a role that it has played since the days when sawdust and stumps, and loggers and lake captains, were commonplace on its streets.

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B. ARCHITECTURE

Because of its present and--when compared to other commercial areas within the city--relatively intact historic architectural character, the District is of architectural significance as an environment that conveys a sense of time and place through the survival of a variety of building types and architectural styles. This variety is found within the distinguishable context of the District thus allowing the relationship of these to be clearly seen.

The architectural character of District buildings is more ingenuous than distinguished but, taken together, these buildings illustrate the parade of architectural styles common to the period of 1880 to 1910 in Wisconsin. Although much of the characteristic detailing and craftsmanship that indicate the particular style of a building can only be found above shoppers' eye level today, there is sufficient evidence to begin grouping buildings according to similarities.

EARLY STYLES

The first grouping would be those buildings designed in the common builder's, or vernacular style of the period--plain brick walls, unadorned windows, and a simple cornice of wood or pressed sheet metal. These are buildings that were built to do little more than provide space and shelter to the user and income to the owner. The best examples of this within the District are the plain "double/double" commercial block (four store-fronts divided at the midpoint by a fire wall) constructed in about 1900 at 12-20 (DR 16-23) and 22-30 N. Third (DR 16-22) or the Mitchell F. Laplante Block, at 148-54 N. Third (DR 16-12), re-built in 1890--the former with a pressed metal cornice and the latter finished with corbelled brickwork.

The Italianate style is not well represented within the District or within Sturgeon Bay although many vernacular buildings exhibit hints of this design tradition in their cornices and window lintels or hoodmolds. This was because the Italianate style flourished in the Midwest through the 1870s but was waning by the 1880s when Sturgeon Bay's economy justified constructing more pretentious and "stylish" commercial buildings. Also, it is likely that many of the no longer existing wood and early brick buildings built within the District in the late 1870s and early 1880s reflected the Italianate style and, indeed, the one such wood structure remaining--the John Masse Hardware and Tin Shop, c1872 and remodeled in 1893, at 22 S. Third (DR 14-17a)--shows such stylistic characteristics as do other frame commercial buildings outside the District. The Joseph F. Stroh Block, 1890, at 37-45 S. Third (DR 6-30) is the best extant example of this style within the District and the city but, at this late date of construction, its ornate cornice and lintels appear to be more sedately classical in derivation than would be typical.

The most common building style within the District is that nameless amalgam that combined the Italianate, the Renaissance and Classical Revivals, and the skills and tastes of local builders to create a more embellished vernacular style. Here, a typical building would have larger, decorative window treatments such as those found on 120-30 N. Third Avenue (DR 16-15) a commercial block built around 1890, or the double

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building at 160-64 N. Third Avenue (DR 16-11), that was built about 1895. While ornate cornices or entablatures of pressed metal are the rule, those buildings with ones of corbelled brickwork set in intricate geometric patterns are of particular interest as they represent local craftsmanship rather than catalog choices. The best examples of these within the District are at 137 N. Third (DR 19-30a), built in 1905; 139-47 N. Third Avenue (DR 19-31a), the Shimmel/Gillespie Block, built in 1890; and 163 N. Third (DR 7-2), the Tift and Hay Hardware Store, built in 1889.

The Classical Revival style came into vogue in Sturgeon Bay just after the turn of the century and coincided with the last wave of "prestige" development within the District's period of significance. Examples of this style were executed in brick and local limestone--the J.J. Pinney block, 1906 (10 N. Third, DR 16-25); in brick trimmed with carved stone and terra cotta--the Merchants Exchange Bank, 1908 (11 N. Third, DR 7-7); and in sheet metal embossed to mimic stone--the commercial block at 12-20 N. Third Avenue (DR 16-23), built about 1900.

Other buildings in this style were built of locally quarried limestone and give an added dimension to the architectural significance of the District by illustrating both the nature of this abundant local material and the architectural constraints inherent in its practical application. (See STURGEON BAY LIMESTONE, below.)

As a complement to the more conventional commercial building types along Third Avenue, three houses that have been converted to commercial use are located on N. Second Avenue --Sturgeon Bay's original Main Street. One of these, the N.F. Lee House at 158 N. Second (DR 18-26), was built in 1867/1868 and, as the oldest still standing downtown building, predates the District's primary period of development (1880-1910). Another residential structure is the A.W. Lawrence Sr. House at 116 N. Second (DR 18-28), built about 1868/1869 and substantially modified in the 1880s. These remain as relatively intact examples of the types of residential structures that were once common throughout the District and then systematically replaced as commercial development intensified. Both have been converted to commercial use and function today as part of Sturgeon Bay's central business district.

LATER STYLES

A later architectural style, and the only example in the city is the Henry Peschon Block at 12-20 N. Third (DR 16-23). Built in two sections in 1893, it is in the Queen Anne style. The most prominent features of this building are the oriel windows with their gabled peaks that are a characteristic of this style.

Some buildings built after 1910 are interesting accents within the District. These include the George Draeb Jewelry Store, 50 N. Third (DR 16-19), done in the slick Moderne style and finished in black glass tile with polished chrome accents. This building was built in 1935. Dating from the 1920s is the former movie theatre, at 41 N. Third (DR 16-30), where buff colored limestone and red brick are used in a more local interpretation of the Moderne style.

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STURGEON BAY LIMESTONE

Limestone quarrying began in the Sturgeon Bay area as early as 1834. Although none of the quarries were ever located within the city limits, they have an important historical and architectural association with the city. They produced a "hard, compact limestone" (51), grey in color, that was shipped to a number of Lake Michigan ports primarily for harbor improvements. The largest of these was begun in 1893 by John Leathem and Thomas H. Smith while other commercially successful quarries begin during the 1880s. (52)

The nature of the Sturgeon Bay limestone was such that it could not be quarried in large blocks for sawing and it was considered to be too hard for carving. For this reason, it never became popular for architectural use other than in areas close to the quarries. Aside from its endemic use for building foundations, many Sturgeon Bay churches, houses, commercial structures, and civic buildings--including four within the District--used this local material exclusively. Because of the nature of this stone, it was most commonly laid as rockfaced ashlar or squared stone in sizes not much larger than today's concrete block. Trim and ornament--such as cornices or battlements--were assembled from variously sized stone blocks rather than sawn or carved. This handsome and durable material is one of the most distinguishing architectural characteristics of Sturgeon Bay commercial, civic, and church architecture and, with the exception of religious building examples, is shown at its best within the District.

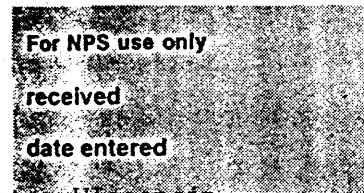
Examples of the application of this local limestone within the District include the Bank of Sturgeon Bay/Scotfield Hardware Company, 1899/1900, at 211 N. Third Avenue (DR 7-7)--the most massive and handsomely detailed example of the use of this material within the District. A small and nearly as handsomely detailed example--also with an early or original storefront--is the Frank Conjurske Building at 36 N. Third Avenue (DR 6-26), built in 1905/1906. The other two examples are the Sturgeon Bay City Hall addition, built in 1935, at 30-36 S. Third Avenue (DR 18-34) in the so-called "WPA Moderne" style of civic building that was popular for public works projects of the period, and the most "classical" of these buildings, the Sturgeon Bay City Hall/Fire Station at 38 S. Third Avenue (DR 6-29), built in 1910. These buildings illustrate both the nature of this abundant local material and the architectural constraints inherent in its practical application.

The architect of the Bank of Sturgeon Bay/Scotfield Hardware Store, and other limestone buildings located outside the District, was Fred D. Crandall (1859-1936) of Sturgeon Bay. (53) Although not documented, it is likely that this prominent local architect was the designer of some of the other limestone buildings within the District.

Another building material of interest, predating the popularity of limestone, was a type of concrete block manufactured by a Captain Kirtland in Sturgeon Bay in the years 1880 to 1882. (54) Only one building, the Francis X. Sailer Block, built in about 1880 at 40-44 N. Third (DR 16-20), remains as an example of this other local building material. Later types of concrete block became popular and were probably felt to be, in their day, "modern" imitations of the local limestone. An example of this later material is at 112 S. Third (DR 14-18a)--a saloon and bowling alley built about 1915.

SUMMARY

In summary, the earlier buildings found within the District are simply detailed with

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the only marks of the anonymous designer/craftsmen being in the touches of ornate brickwork. Later buildings relied on "store-bought" detailing of pressed metal or cast iron. Cream and vermilion colored brick are the basic building materials while the architectural showpieces are fashioned of grey, local limestone. A walk around the District would illustrate not the highly styled architecture of the bigger cities, but the low-keyed architecture that was, and is, the style of Sturgeon Bay.

IV. INTEGRITY OF THE DISTRICT

As discussed in greater detail in Item 7, Section II, of this nomination, the approximately seven blockfaces that comprise the Third Avenue/Downtown District are intact and no vacant parcels occur. Also, only 7 buildings are considered as non-contributing to the District and only two of these (334 Michigan, DR 16-26, and 26 S. Third, DR 18-35) are older structures that have been substantially remodeled to the extent that their architectural integrity has been irreversibly compromised.

Because of this sense of architectural and land-use continuity, the District retains a clearly distinguishable sense of both historic and urban design cohesiveness. This is not as an architectural set-piece, but as a living part of the Sturgeon Bay community that has retained its architectural character over time.

This architectural and urban design continuity has been recognized as a valuable community asset on which to base a program of central business district revitalization. Toward this end, recent urban planning studies have stressed the potential for rehabilitating downtown structures and illustrated architectural recommendations based on the Secretary of the Interior's guidelines were prepared. (55) These were followed in the recently completed rehabilitation of the Merchants Exchange Bank, 1908, at 10 N. Third Avenue (DR 16-25) and in a similar project that is now under way at the Tift and Hay Hardware Store, 1889, at 163 N. Third Avenue (DR 7-5). Also, the adoption of a local historic preservation ordinance is being considered by the City of Sturgeon Bay to provide a more formalized design review process for the District.

While there are some other cities in Wisconsin with portions of their central business districts that may be of greater architectural interest, the Third Avenue/Downtown Historic District is of significance to the people of Sturgeon Bay and the Door County area both as the major commercial center of the region and as the architectural focus of a community that is beginning to understand, appreciate, preserve, and build on its past.

V. BOUNDARY JUSTIFICATION

The boundary of the Third Avenue/Downtown District was determined during the completion of an intensive architectural/historical survey of the city. During that survey, all buildings in the city were preliminarily evaluated in accordance with their architectural significance using the criteria of the National Register of Historic Places. This information was mapped and tentative district boundaries were drawn around those

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areas where clusters of significant buildings were located. These preliminary boundaries were then "tested" in the field by a more detailed evaluation that determined the pattern of pivotal, contributing, and non-contributing structures both within a potential district and on its periphery.

The boundary for this District was finally determined by encompassing the greatest number of the two highest category buildings--those that were determined to be pivotal or contributive to the significance of the District--and including non-contributive buildings only to the extent necessary to assure that the continuity of the commercial or "downtown" character of the District would not be impaired.

It was necessary to use this technique because the District is the center of a larger commercial area with similar land-use characteristics but dissimilar architectural qualities. For ease of description and recording, specific boundary lines followed lot lines and the right-of-way lines of streets or alleys to the extent possible. The boundary of the District is as shown on the accompanying map.

Inclusion of Property Less Than Fifty Years Old: One building, built in 1935, is classified as contributing to the significance of the district despite being less than fifty years old. The building--the George Draeb Jewelry Store, 50 N. Third Ave.--is a significant example of the Moderne style in Sturgeon Bay. In addition, the Sturgeon Bay City Hall addition, also built in 1935, is considered a significant example of "WPA Moderne" style as well as an important public works project.

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NOTES FOR THIS NOMINATION

- (1) Holand, Hjalmer R., History of Door County, Wisconsin, Vol. 1, (Chicago, 1917) pp. 147-148.
- (2) All streets within the District are platted with a right of way width of sixty feet. Buildings on Third Avenue are set back from this right of way line an additional five feet, however, to allow for a wider street and sidewalks.
- (3) Sanborn-Perris Map Co., Ltd., Maps of Sturgeon Bay (New York, 1885, 1891, 1895, 1904, 1911, 1919, 1928.)
- (4) Ibid.
- (5) Tax Rolls, City of Sturgeon Bay, n.p.
- (6) Ibid.
- (7) Western Historical Company, History of Northern Wisconsin, p. 262.
- (8) Greene, Stanley R. "Papers" (in possession of Mr. Greene, Sturgeon Bay). Biographical File.
- (9) Ibid.
- (10) Holand, op. cit., p. 167.
- (11) Tax Rolls, op. cit.
- (12) Carved stone on facade and Sanborn-Perris map, 1911.
- (13) Greene, op. cit.
- (14) Ibid. and Sanborn-Perris maps, 1885, 1891, and 1898.
- (15) Ibid. (both references).
- (16) Tax Rolls, op. cit. and Sanborn-Perris map, 1911.
- (17) Sanborn-Perris map, 1885.
- (18) Kahlert, John. Early Door County Buildings And The People Who Built Them, 1884-1910. (Baileys Harbor, Wisconsin, 1978) p. 188.
- (19) Greene, op. cit.
- (20) Tax Rolls, op. cit. and stone in facade.
- (21) Greene, op. cit.

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NOTES FROM THIS NOMINATION (Continued)

- (22) Sanborn-Perris maps, 1885, 1891.
- (23) Ibid, 1891.
- (24) Holand, op. cit., p. 123.
- (25) Tax Rolls, op. cit.
- (26) Ibid.
- (27) Holand, op. cit. p. 76.
- (28) Door County Advocate (Sturgeon Bay, Wisconsin) 18 September 1936, p. 1.
- (29) Greene, op. cit. and Tax Rolls, op. cit.
- (30) Ibid and Sanborn-Perris maps, 1885, 1891, and 1895.
- (31) Ibid.
- (32) Kahlert, op. cit., p. 92.
- (33) Sanborn-Perris maps, 1885 and 1891.
- (34) Ibid.
- (35) Beer, J.H. and Co. Biographical Record of Brown, Kewaunee, and Door Counties, Wisconsin (Chicago, 1895) p. 566.
- (36) Greene, Stanley R., "Sturgeon Bay's Pioneer Fire Company," The Peninsula, vol. 9, p. 6.
- (37) Stone in Facade.
- (38) Sanborn-Perris maps, 1904 and 1911.
- (39) Greene, "Papers," op. cit.
- (40) Sanborn-Perris map, 1904, and Tax Rolls, op. cit.
- (41) Sanborn-Perris map, 1904.
- (42) Door County Advocate, op. cit. (Centennial Issue) 22 March 1962, p. 1.
- (43) Holand, op. cit., p. 183.

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NOTES FROM THIS NOMINATION (Continued)

- (44) Stoner, J.J., Bird's Eye View of Sturgeon Bay (Madison, 1880.)
- (45) Harris, Joseph Sr. "Papers" 1844-1894 (State Historical Society of Wisconsin Archives, Madison), Box 1.
- (46) Marker on bridge.
- (47) Greene, The Peninsula, op. cit. pp. 2-4.
- (48) Holand, op. cit., pp. 147-148.
- (49) Early Photographs are found in the iconography collection of the State Historical Society of Wisconsin, Madison.
- (50) Sanborn-Perris Map, 1911.
- (51) Harris, op. cit., Box 1.
- (52) Holand, op. cit., p. 166.
- (53) Door County Advocate, op. cit., 16 September 1936, p. 1.
- (54) Ibid., 24 November 1969, p. 3.
- (55) Trkla, Pettigrew, Allen and Payne, "Downtown Planning Studies, City of Sturgeon Bay, Wisconsin." 1980.

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Randall and Williams Co. Illustrated Atlas of Door County (Oshkosh, WI, 1899).

Sanborn-Perris Map Co., Ltd. Sturgeon Bay (New York, Chicago, 1885, 1891, 1898, 1904, 1911, 1919, and 1928).

Stoner, J.J., Sturgeon Bay, 1880--Bird's eye view. (Madison, 1880).

Published Secondary Works

Beer, J.H. and Co. Biographical Record of Brown, Kewaunee, and Door Counties, Wisconsin (Chicago, 1895)

Bureau of Community Development, U.W. Extension (Comp.) Economic Base Survey of Sturgeon Bay, Wisconsin (Sturgeon Bay, 1956).

Greene, Stanley R. "Herbert C. Scofield." The Peninsula, vol. 9 (Summer, 1971), pp. 33-36.

_____. "Sturgeon Bay's Pioneer Fire Company and the Beginning of Organized Fire Fighting in Door County." The Peninsula, vol. 9, (Summer, 1971), pp. 1-10.

Holand, Hjalmer R. History of Door County, Wisconsin, 2 vols. (Chicago, 1917).

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_____. Old Peninsula Days (Ephraim, Wisconsin, 1945).

Kahlert, John. Early Door County Buildings And The People Who Built Them 1849-1910. (Baileys Harbor, Wisconsin, 1978).

Knudth, Floyd. "History of Bay Shipbuilding." The Peninsula, vol. 9 (Summer, 1971).

Stapleton, George M. "The Development of Door County as shown by Legal Document and Records." The Peninsula, vol. 1 (1948).

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VERBAL BOUNDARY DESCRIPTION

The boundary of the Third Avenue/Downtown District is as shown on the accompanying map and is described as follows:

Commencing at the intersection of N. Third Avenue and Kentucky Street, thence easterly to the intersection of Kentucky Street and the alley between N. Third and N. Fourth Avenues, thence southerly to the intersection of said alley and the southeast property line of 112 S. Third Avenue, thence westerly along said property line to its intersection with S. Third Avenue, thence northerly to the intersection of S. Third Avenue with the southeast property line of 37-45 S. Third Avenue, thence westerly along said property line to its intersection with the alley between S. Third and S. Second Avenues, thence northerly along said alley to its intersection with the northwest property line of 31 S. Third Avenue, thence easterly along said property line to its intersection with S. Third Avenue, thence northerly along S. Third Avenue to its intersection with Michigan Street, thence westerly along Michigan Street to its intersection with N. Second Street, thence northerly along N. Second Street to its intersection with Kentucky Street, thence easterly along Kentucky Street to its intersection with the alley between N. Third Avenue and N. Second Street (as extended), thence northerly along said alley/line to its easterly along said property line to its intersection with N. Third Avenue, thence southerly along N. Third Avenue to the point of beginning. This is an area of approximately 11.66 acres.

*along alley to its intersection with
Louisiana Street, thence westerly to intersection
Lme*

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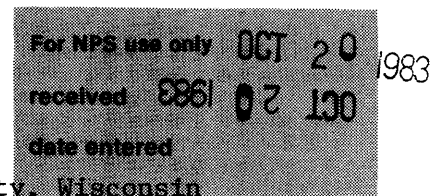
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VERBAL BOUNDARY DESCRIPTION

The boundary of the Third Avenue/Downtown Historic District is as shown on the accompanying map and is described as follows:

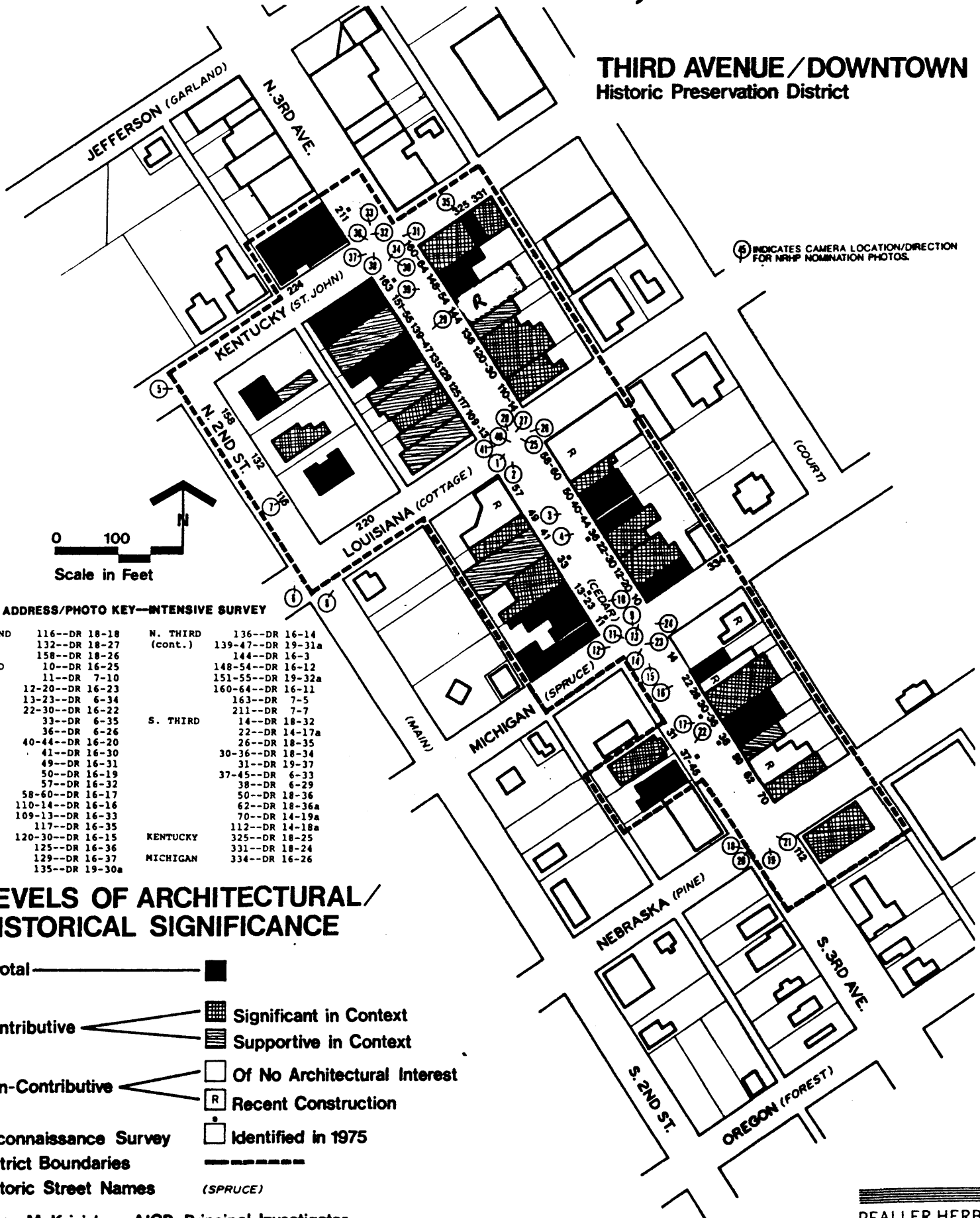
Commencing at the intersection of N. Third Avenue and Kentucky Street, thence easterly to the intersection of Kentucky Street and the alley between N. Third and N. Fourth Avenues, thence southerly to the intersection of said alley and the southeast property line of 112 S. Third Avenue, thence westerly along said property line to its intersection with S. Third Avenue, thence northerly to the intersection of S. Third Avenue with the southeast property line of 37-45 S. Third Avenue, thence westerly along said property line to its intersection with the alley between S. Third and S. Second Avenues, thence northerly along said alley to its intersection with the northwest property line of 31 S. Third Avenue, thence easterly along said property line to its intersection with S. Third Avenue, thence northerly along S. Third Avenue to its intersection with Michigan Street, thence westerly along Michigan Street to its intersection with the alley behind S. Third, thence northerly along said alley to its intersection with Louisiana Street, thence westerly along Louisiana Street to its intersection with N. Second Street (as extended), thence northerly along said street to Kentucky Street to the easterly property line of 211 N. Third Avenue, thence northerly then easterly to N. Third Avenue to include the property at 211 N. Third Avenue, then south to the point of the beginning. This is an area of approximately 11.66 acres.

(revised via telephone 10/6/83 with Linda McClelland, NPS)

DHF

Historic Buildings Survey STURGEON BAY, WISCONSIN

THIRD AVENUE / DOWNTOWN Historic Preservation District



Ⓢ INDICATES CAMERA LOCATION/DIRECTION FOR NHP NOMINATION PHOTOS.



STREET ADDRESS/PHOTO KEY—INTENSIVE SURVEY

| | | | |
|------------------|-----------------|----------|-------------------|
| N. SECOND | 116--DR 18-18 | N. THIRD | 136--DR 16-14 |
| | 132--DR 18-27 | (cont.) | 139-47--DR 19-31a |
| | 158--DR 18-26 | | 144--DR 16-3 |
| N. THIRD | 10--DR 16-25 | | 148-54--DR 16-12 |
| | 11--DR 7-10 | | 151-55--DR 19-32a |
| | 12-20--DR 16-23 | | 160-64--DR 16-11 |
| | 13-23--DR 6-34 | S. THIRD | 14--DR 18-32 |
| | 22-30--DR 16-22 | | 22--DR 14-17a |
| | 33--DR 6-35 | | 26--DR 18-35 |
| | 36--DR 6-26 | | 30-36--DR 18-34 |
| 40-44--DR 16-20 | | | 31--DR 19-37 |
| 41--DR 16-30 | | | 37-45--DR 6-33 |
| 49--DR 16-31 | | | 38--DR 6-29 |
| 50--DR 16-19 | | | 50--DR 18-36 |
| 57--DR 16-32 | | | 62--DR 18-36a |
| 58-60--DR 16-17 | | | 70--DR 14-19a |
| 110-14--DR 16-16 | | | 112--DR 14-18a |
| 109-13--DR 16-33 | | KENTUCKY | 325--DR 18-25 |
| 117--DR 16-35 | | | 331--DR 18-24 |
| 120-30--DR 16-15 | | MICHIGAN | 334--DR 16-26 |
| 125--DR 16-36 | | | |
| 129--DR 16-37 | | | |
| 135--DR 19-30a | | | |

LEVELS OF ARCHITECTURAL/HISTORICAL SIGNIFICANCE

- Pivotal
- Contributive
 - Significant in Context
 - Supportive in Context
- Non-Contributive
 - Of No Architectural Interest
 - R Recent Construction
- Reconnaissance Survey Identified in 1975
- District Boundaries
- Historic Street Names (SPRUCE)

Bruce M. Kriviskey, AICP, Principal Investigator