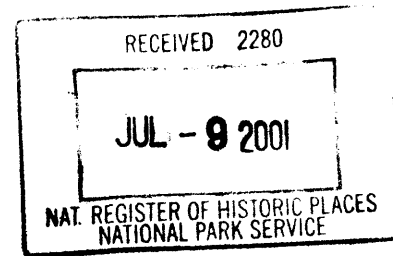


900

United States Department of Interior  
National Park Service



National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested.

If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name West Prospect Avenue Historic District  
other names N/A

2. Location

street & number 315-330 West Prospect Avenue N/A not for publication  
city or town Appleton N/A vicinity  
state Wisconsin code WI county Outagamie code 087 zip code 54911

3. State/Federal Agency Certification

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

Alicia L. Coch  
Signature of certifying official/Title  
Deputy State Historic Preservation Officer-WI

July 3, 2001  
Date

State or Federal agency and bureau

In my opinion, the property    meets    does not meet the National Register criteria. (   See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

West Prospect Avenue Historic District  
Name of Property

Outagamie County, Wisconsin  
County and State

**4. National Park Service Certification**

I hereby certify that the property is:  
 entered in the National Register.  
    \_\_\_ See continuation sheet.  
\_\_\_ determined eligible for the National Register.  
    \_\_\_ See continuation sheet.  
\_\_\_ determined not eligible for the National Register.  
    \_\_\_ See continuation sheet.  
\_\_\_ removed from the National Register.  
\_\_\_ other, (explain:)

Signature of the Keeper      Date of Action

Edson W. Beall      3/29/69

**5. Classification**

Ownership of Property (check as many boxes as apply)  
\_\_\_ private  
\_\_\_ public-local  
\_\_\_ public-state  
\_\_\_ public-federal

Category of Property (Check only one box)  
\_\_\_ building(s)  
 district  
\_\_\_ site  
\_\_\_ structure  
\_\_\_ object

Number of Resources within Property (Do not include listed resources within the count)

	Contributing	Noncontributing	
	<u>7</u>	<u>0</u>	buildings
	<u>0</u>	<u>0</u>	sites
	<u>0</u>	<u>0</u>	structures
	<u>0</u>	<u>0</u>	objects
	<u>7</u>	<u>0</u>	Total

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

1

**6. Function or Use**

Historic Functions  
(Enter categories from instructions)

DOMESTIC: Single Dwelling

Current Functions  
(Enter categories from instructions)

DOMESTIC: Single Dwelling

**7. Description**

Architectural Classification  
(Enter categories from instructions)

Italian Villa

Colonial Revival

Prairie School

Materials  
(Enter categories from instructions)

foundation STONE

walls BRICK

roof ASPHALT

other STUCCO

WOOD

**Narrative Description**

(Describe the historic and current condition of the property on continuation sheet(s).)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 1

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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DESCRIPTION: INTRODUCTION

The West Prospect Avenue Historic District is located south of the central business district in the City of Appleton, Outagamie County, Wisconsin. The district is composed of eight principal buildings, facing West Prospect Avenue in a residential area known as the "Old Third Ward." The West Prospect Avenue Historic District is bounded on the northwest by Sixth Street and on the southwest by Fifth Street and Elm Street extended. A precipitous bluff overlooking the Fox River forms the southeastern edge of the district.

The West Prospect Avenue Historic District is an intact and visually distinct grouping of large, high style houses united by physical development and dating from the late nineteenth to the early twentieth century. The eight houses in the district were originally constructed between 1870 and 1927; one was substantially remodeled 1942. All eight resources (100 percent) contribute to the significance of the district. One property, the Whorton House at 315 West Prospect Avenue, was previously listed on the National Register.

The West Prospect Avenue Historic District showcases the major national architectural styles of the late nineteenth and early twentieth centuries and includes fine examples of the Italian Villa, Colonial Revival, Prairie School, Tudor Revival, and Italian Renaissance Revival styles. The bluff side of Prospect Avenue, with its spectacular views of the Fox River, was the residential area of choice for well-to-do Appletonians during the late nineteenth and early twentieth centuries. After 1910, lots overlooking the bluff were no longer available and the platting of new residential areas north of the central business district, especially the City Park neighborhood, drew wealthy would-be homeowners. The level of integrity of the individual buildings varies in the district, but is generally excellent.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 2

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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SETTING

The West Prospect Avenue Historic District is set on the top of a bluff, with a commanding view of the Fox River valley. In contrast to the houses in the district, the residences to the north, east and west of the district are smaller in scale, more modest in architectural character and generally have suffered much greater alteration.

PRESENT APPEARANCE

The West Prospect Avenue Historic District includes eight contributing buildings. Several of buildings have garages, but these are small and have not been included in the count. One property in the district is individually listed on the National Register of Historic Places. This is the John H. and Priscilla Whorton House at 315 West Prospect Avenue (1870). The Whorton House and the Goff-Kaminsky House at 325 West Prospect Avenue (1873, remodeled 1942) were designed by the eminent Oshkosh architect, William Waters.

The district is made up primarily of large, high style, single-family residences on large lots. Three of the eight contributing buildings were erected prior to 1900, four were constructed between 1901 and 1911, and one was built in 1927.<sup>1</sup> The Goff-Kaminsky House was remodeled 1942. The West Prospect Avenue Historic District retains a high degree of historic integrity in setting, materials, feeling, association, and design. One hundred percent of the resources in the district are contributing.

One contributing building in the district represents the Italian Villa style, two represent the Colonial Revival style, two are

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<sup>1</sup> Sources appear as each building is discussed below.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 3

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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Prairie School designs, one is Tudor Revival, one is Italian Renaissance Revival, and the last is vernacular in form.

The Whorton House at 315 West Prospect Avenue (1870, NRHP) is one of the finest Italian Villa residences in the state. It was designed by William Waters of Oshkosh.<sup>2</sup> The Whorton House's multi-gabled form is anchored by a three-story, hip-roofed, corner tower. Veneered with brick, the Whorton House displays full-façade front and rear porches, round-arched openings, hood moldings with pronounced keystones and label stops, paired scrolled brackets, and an oculus in the front gable end. The full-façade front porch is compatible with the house's character, although it dates from c. 1895. Originally, a portico sheltered the front door.<sup>3</sup> The wrought iron fence across the front of the property accents the beauty of the house. Behind the house, there is a frame, two-car garage built prior to 1924.<sup>4</sup> Previously, a carriage house was located across the street. It was demolished sometime between 1901 and 1911.<sup>5</sup>

The Bertchy House at 321 West Prospect Avenue and the Wolf House at 335 West Prospect Avenue display different aspects of the early twentieth century Colonial Revival style. The Bertchy House, constructed for Raymond and Jean Bertchy in 1902, shows the Queen Anne/Colonial Revival transition.<sup>6</sup> The dominant, flared, side gable roof, the diamond-pane windows and the polygonal bays evoke the Queen Anne, while the Doric-columned front porch, dormers and simple, classical trim suggest the Colonial Revival. Although the Bertchy House has been sided with asbestos, the building is otherwise unaltered and displays

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<sup>2</sup> "The Plan," The Crescent (Appleton), 24 September 1870.

<sup>3</sup> 1892 postcard, Ann Sager Research Files, 315 West Prospect Avenue.

<sup>4</sup> Map of Appleton (Pelham, New York: Sanborn Publishing Company, 1925).

<sup>5</sup> Map of Appleton (Pelham, New York: Sanborn Publishing Company, 1901 and 1911).

<sup>6</sup> Tax Rolls, City of Appleton, on file, Outagamie County Historical Society.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 4

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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sufficient character to contribute to the West Prospect Avenue Historic District.

The Jacob and Elizabeth Wolf House is a one of the best high-style examples of the Colonial Revival style in Appleton. The first story is constructed of rusticated concrete blocks, which form a central, projecting pavilion that rises to the second story and terminates in a closed pediment. The pediment area is ornamented with Doric columns and pilasters and a sunburst motif. The wood-shingled second story flares over the broad, wood cornice that separates the first and second floors. Single and grouped Doric columns set on rusticated concrete block piers support the full-façade front porch. The porch features a pedimented entrance with a simple entablature and a modilioned raking cornice with returns. The main block of the house exhibits a simple cornice enriched with brackets. Two, small, hip-roofed dormers with Roman windows and brackets appear on the roof. The Wolf House, built in 1903, likely was the work of an architect, but that individual has not yet been identified.<sup>7</sup>

The district's two Prairie School designs feature different elements of that style. The William and Frances Scheer House at 329 West Prospect Avenue, erected in 1911, exhibits the hip-roofed, cubic form typical of American Foursquare, yet incorporates the stucco finish, the porch column elaborations suggesting capitals, and the casements with leaded glass in a geometric pattern that are details characteristic of the Prairie School.<sup>8</sup> A stuccoed garage that appears to date from c. 1920 stands behind the house.

In contrast, the Joseph J. and Henrietta Plank House, built in 1910, exemplifies Prairie School form.<sup>9</sup> The Plank House exhibits

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<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 5

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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rusticated concrete block on the first story and half-way up the second story. Stucco appears above, giving the Plank House the high-waisted appearance that is distinctively Prairie School. The house features a broad-eaved, low-pitched hip roof, a wide chimney of rusticated concrete block, a band of windows across the front façade, and enclosed porches finished with stucco and enriched with prism-glass transoms. A c. 1920, stuccoed garage is set behind the house. A stone birdbath depicting a cherubic boy playing a mandolin stands in the yard. The birdbath was sculpted by artist William Scheer prior to 1930, and originally stood in Scheer's yard at 329 West Prospect Avenue.<sup>10</sup> Due to its small size and scale, the sculpture is not included in the resource count.

The Nicholas and Elda Schommer House is a fine example of the Tudor Revival style. Constructed in 1927, the house displays a rambling plan that evokes the medieval.<sup>11</sup> The Gothic-arched entry is set in a polygonal, pyramidal-roofed entrance porch reminiscent of a guard house, enhancing the medieval appearance of the house. Wood shingles cover the walls and the steeply-pitched gable roofs. Shed-roofed dormers of various sizes appear. The house incorporates a one-car garage and retains its original wood-and-glass garage doors.

The Goff-Kaminsky House at 325 West Prospect Avenue presents an interesting example of the Italian Renaissance Revival variant of the Mediterranean Revival style. When the house was completed for Ephraim and Louis Goff in 1873, it was an outstanding example of the Italian Villa style. Comparable to the neighboring Whorton House, the Goff House also was designed by Oshkosh architect William Waters.<sup>12</sup> T-shaped in plan, the Goff House displayed multiple gable roofs, regularly-distributed round-

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<sup>10</sup> The Post-Crescent, 28 December 1930, includes a photograph of the birdbath.

<sup>11</sup> Tax Rolls.

<sup>12</sup> Appleton Crescent, 24 August 1872.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 6

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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arched windows, a full-façade front porch, and a three-story tower.<sup>13</sup> In 1942, then-owner William Kaminsky subjected the house to a masterful remodeling, which created a fine example of the Italian Renaissance Revival style.<sup>14</sup> The fenestration pattern was changed to grouped windows, round-arched at the first story and flat-arched at the second story. The brick surrounds match the brick of the house. Small, wrought-iron balconies ornament the second-story windows on the front façade. That portion of the tower that projected above the roofline was removed. The Italianate cornice board and scrolled brackets with pendants were retained. The entrance was rebuilt, forming a round-arched portal with a rusticated stone surround. The front porch was replaced with a small portico and raised terrace with rock-faced, concrete block balustrades.

The James and Mary Ritchey House at 324 West Prospect Avenue, constructed in 1891, is vernacular in form.<sup>15</sup> The main block of this house is hip-roofed, although the footprint is ell-shaped. A front-facing gable with a boxy, hip-roofed bay projects from the main block. A shed-roofed, screened porch shelters the front door. The house exhibits one-over-one and two-over-two windows, and is finished with clapboards.

ALTERATIONS OUTSIDE THE PERIOD OF SIGNIFICANCE

The Bertchy House at 321 West Prospect Avenue has been altered with asbestos siding. The Bertchy House continues to contribute to the district as its original trim remains exposed, and it retains original form, diamond-pane windows, and Colonial Revival porch. The other resources in the West Prospect Avenue Historic District are unaltered. The integrity of the West Prospect Avenue Historic District is excellent.

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<sup>13</sup> Bird's Eye View of Appleton, Wisconsin (Madison: Stoner & Vogt, 1874).

<sup>14</sup> Tax Rolls.

<sup>15</sup> Ibid.



NPS Form 10-900-a  
(Rev. 8-86)  
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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 7

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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CONTRIBUTING RESOURCES

<u>Address on West Prospect Avenue</u>	<u>Name</u>	<u>Dates built/altered</u>
*315	John H. & Priscilla Whorton Hs	1870
321	Raymond & Jean Bertchy House	1902
324	James & Mary Ritchey House	1891
325	Goff-Kaminsky House	1873/1942
329	William & Frances Scheer House	1911
330	George & Elda Schommer House	1927
335	Jacob & Elizabeth Wolf House	1903
340	Joseph & Henrietta Plank House	1910

\*previously listed on the National Register of Historic Places

West Prospect Avenue Historic District  
Name of Property

Outagamie County, Wisconsin  
County and State

**8. Statement of Significance**

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

Areas of Significance  
(Enter categories from  
instructions)

Architecture

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

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

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

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

Period of Significance

1870-1942

Significant Dates

N/A

Significant Person  
(Complete if Criterion B is  
marked above)

N/A

Criteria Considerations

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

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

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed resource.

F a commemorative property.

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

Cultural Affiliation

N/A

Architect/Builder

Waters, William

**Narrative Statement of Significance**

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

**9. Major Bibliographic References**

(Cite the sources used in preparing this form on continuation sheet(s).)

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 1

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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STATEMENT OF SIGNIFICANCE: SUMMARY

The West Prospect Avenue Historic District is locally significant under Criterion C. It is an intact and visually distinct grouping of large, mostly high style houses united by physical development and dating from the late nineteenth to the early twentieth century. The eight houses in the district were originally constructed between 1870 and 1927; one was substantially remodeled in 1942. The West Prospect Avenue Historic District showcases most of the major national architectural styles of the late nineteenth and early twentieth centuries. The concentration of fine examples of the Italian Villa, Colonial Revival, Prairie School, Tudor Revival, and Italian Renaissance Revival styles on two facing blocks creates a three-dimensional history lesson presenting the evolution of architectural residential taste of the period.

The West Prospect Avenue Historic District retains excellent integrity; 100 percent of the resources are contributing. The period of significance extends from 1870 through 1942, beginning with the year in which the earliest building in the district was erected, and ending with the year in which the latest compatible substantial remodeling of a building in the district took place.

HISTORICAL CONTEXT

Appleton originally developed in association with Lawrence University. Amos Lawrence, from Boston, Massachusetts, founded the college as "Lawrence University of Wisconsin." The Wisconsin Legislature granted the college a charter in 1847. The original plat of Appleton was filed in 1848. Appleton incorporated as a village in 1853 and as a city in 1857. Appleton has been the seat of Outagamie County since the county was formed in 1851.<sup>16</sup>

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<sup>16</sup> George McNamee, Appleton, Wis., Illustrated (Appleton: N. p., 1892), pp. 4, 6 and 9; Thomas Ryan, editor, History of Outagamie County, Wisconsin (Chicago:

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 2

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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Entrepreneurs immediately recognized that the Fox River had immense potential for providing power to manufacturing enterprises. In 1848, the first dam across the Fox River at Appleton was erected. By 1854, eighteen water-powered factories were operating in Appleton. Lumber and wood products dominated, including sawmills, lath mills, sash and blind factories, a chair factory and a planing mill. Flour milling became the second-most important industry in Appleton during the early 1860s, peaking in the mid-1870s.<sup>17</sup>

Both flour and lumber milling declined rapidly in the early 1880s, as wheat-growing moved westward and the pine forests in the surrounding area were logged. Paper and pulp manufacturing, which had begun with the Richmond Brothers Mill (producing coarse rag paper) in 1853 and numbered three mills in 1875, had become the leading industry in Appleton by the early 1880s. Spurred by the conversion of several flour mills to paper manufacturing, the number of paper mills in Appleton had risen to seven by 1884. This figure remained fairly steady until 1900. After 1900, the number of paper manufacturers in Appleton began to decline through consolidation, reflecting a development that occurred in the paper industry nationwide and that has continued.<sup>18</sup>

Today, Appleton is a lively community with more than 65,000 residents. The city remains the governmental center of Outagamie County and home to Lawrence University and its 1,200 students. Another 4,200 students attend Fox Valley Technical College. Appleton has thriving industrial and commercial sectors, led by paper manufacturing.

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Goodspeed Historical Association, 1911), p. 58.

<sup>17</sup> Ryan, pp. 217-235.

<sup>18</sup> Barbara L. Wyatt, editor, Cultural Resource Management in Wisconsin (Madison: State Historical Society of Wisconsin, 1986), II:6-1 through 6-9.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 3

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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**ARCHITECTURAL SIGNIFICANCE**

The West Prospect Avenue Historic District is locally significant under Criterion C. It is an intact and visually distinct grouping of large, high style houses united by physical development and dating from the late nineteenth to the early twentieth century. The eight houses in the district were originally constructed between 1870 and 1927; one was substantially remodeled in 1942. The West Prospect Avenue Historic District showcases most of the major national architectural styles of the late nineteenth and early twentieth centuries and includes fine examples of the Italian Villa, Colonial Revival, Prairie School, Tudor Revival, and Italian Renaissance Revival styles.

By 1870, Appleton had developed into a vibrant and growing city of 4,518 residents. As the businessmen who founded and invested in Appleton's thriving lumber, flour and paper mills prospered, they began to build homes that reflected their financial success. During the 1870s and 1880s, the southeast side of West Prospect Avenue between Oneida Street and Memorial Drive, perched on the bluff overlooking the Fox River, was the prime location for the residences of Appleton's elite. The incomparable view of the Fox River undoubtedly was the main attraction of this location, but the fact that the mills, set on the bank of the Fox River below, could also be seen from the bluff may have appealed to the businessmen's sensibilities as well.

The number of houses that could be built along this stretch of West Prospect Avenue was limited by the desire of each home-owner for a large lot, and by a series of ravines cutting into the bluff. As a result, no more than seven or eight residences were built on the bluff side of West Prospect Avenue during the late nineteenth century. The Whorton House at 315 West Prospect Avenue (1870, NRHP) and the Henry J. Rogers House at 625 West Prospect Avenue (1882, NRHP) are the only ones that look much as they did when they were built.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 4

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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Although most of the ravines cutting into the bluff were filled during the twentieth century, some remain, including one at Elm Street. This ravine, located just west of 335 West Prospect Street, lies just beyond the southwest boundary of the West Prospect Street Historic District and emphasizes the change from large, high-style houses to smaller, more modest residences.

The Whorton House at 315 West Prospect Avenue is the earliest house in the West Prospect Avenue Historic District. Erected in 1870 in the Italian Villa style, the house was one of the most elegant ever built in Appleton. Whorton demonstrated his wealth and taste in his selection of prominent Oshkosh architect William Waters to design his palatial and high style residence. Whorton himself exemplifies the social and financial elite of Appleton of the late nineteenth century through his involvement in the development of industry in Appleton.

John Hart Whorton (1824-1900) was born in New Brunswick, Canada. He learned about logging from his father and began a lumbering business with his brother, William Grant Whorton, in New Brunswick in the late 1840s. The Whorton brothers visited Appleton in 1850 but, deciding they lacked sufficient capital to conduct business in Wisconsin, returned to New Brunswick and continued to work there until 1855. That year, they bought a half interest in a flour mill in Appleton. By the early 1860s, they had sold out of the flour mill, purchased pine lands on the Wolf River and built a sawmill in Appleton. The success of the sawmill enabled John Hart Whorton to erect the house at 315 West Prospect Avenue in 1870.<sup>19</sup> In 1876, William Grant Whorton built a large

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<sup>19</sup> The Biographical Dictionary and Portrait Gallery of Representative Men of Chicago, Wisconsin and the World's Columbian Exposition (Chicago: American Biographical Publishing Company, 1895), pp. 585-87.

NPS Form 10-900-a  
(Rev. 8-86)  
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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

Section 8 Page 5

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and elegant house next door at 213 West Prospect Avenue  
(demolished c. 1932).<sup>20</sup>

In 1881, John Hart Whorton was one of the organizers of the Commercial National Bank of Appleton, one of the leading financial institutions of the city. He also was a co-founder (with his brother, William Grant Whorton, among others) of the Fox River Flour and Paper Company, later the Fox River Paper Company, in 1882. Whorton then, was prominent in all three of Appleton's leading industries of the nineteenth century: flour milling, lumbering and paper manufacturing. He also served on the board of trustees of the Methodist Church and Lawrence University. From 1870 until his death in 1900, Whorton lived at 315 West Prospect Avenue.<sup>21</sup>

Ephraim C. Goff (1824-1891), for whom the house at 325 West Prospect Avenue was constructed in 1873, also represents Appleton's nineteenth century elite. Born in New York state, Goff was a lumberman, operating several lumber camps in Outagamie County in the 1860s and 1870s. Goff served as mayor of Appleton in 1872, and sat on the board of directors of the Commercial National Bank from its inception until his death. He also was a director of the First National Bank of Appleton, the Appleton Savings Bank and the Appleton Chamber of Commerce. During the 1860s, Goff was an officer in the Outagamie County Agricultural Society.<sup>22</sup> As had John Hart Whorton, Goff tapped William Waters to design his home.

Two stables or carriage houses located on the northwest side of West Prospect Avenue, in the triangular block across the street from the Whorton and Goff Houses, likely were associated with

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<sup>20</sup> Wright's Appleton Directory (Milwaukee: Wright Directory Company, 1932); and Ann Sager Research Files.

<sup>21</sup> *Ibid.*; and "Death of John H. Whorton," The Crescent, 27 January 1900.

<sup>22</sup> Ryan, pp. 117, 124, 219, 220, and 354.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

Section 8 Page 6

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these houses. In 1891, the house at 324 West Prospect Avenue was constructed for James and Mary Ritchey, at the north end of the triangular block. James Ritchey was a shoemaker. The house stayed in the Ritchey family until at least 1915.<sup>23</sup> The construction of the Ritchey House initiated both the transition of this block into residential use and that of the neighborhood into the middle class. The southerly of the two carriage houses (probably Goff's) was demolished sometime between 1895 and 1901. The Whorton carriage house was removed between 1901 and 1911.<sup>24</sup>

In the West Prospect Avenue Historic District, the southeast side of the street, graced by the Whorton and Goff Houses, remained unchanged until 1902. That year, Thomas Pearson, who had bought the Goff House from Miss Ione May Goff in 1895, sold the east 46 feet of the property (between the Goff and Whorton Houses) to Raymond and Jean Bertchy.<sup>25</sup> The Bertchys then had the house at 321 West Prospect Avenue erected. By 1903, Pearson had sold the west end of the lot to Jacob and Elizabeth Wolf. Their home at 335 West Prospect Avenue was built the same year.<sup>26</sup>

Bertchy was a bookkeeper and traveling salesman for the Fox River Paper Company. By 1915, he had sold the house to Frank P. Young, who was principal of the Second Ward School District.<sup>27</sup> Jacob Wolf owned and operated a shoe store that was in business in Appleton for more than 80 years. His son, Leon, was a partner in the store and continued its operation after Jacob Wolf's death. Leon and his wife, Adele, succeeded his parents in living at 335

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<sup>23</sup> Tax Rolls; and Wright's Directory of Appleton (Milwaukee: A. G. Wright, 1893; and 1897).

<sup>24</sup> Map of Appleton (Pelham, New York: Sanborn Publishing Company, 1895; 1901 and 1911).

<sup>25</sup> Abstract of Title, in possession of owners, James and Sally Johnson.

<sup>26</sup> Tax Rolls.

<sup>27</sup> Tax Rolls; and Wright's Directory of Appleton (Milwaukee: A. G. Wright, 1897).



NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 7

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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West Prospect Avenue until selling to the current owner, Mrs. John J. Ensley.<sup>28</sup>

In 1910, the fine Prairie School residence at 340 West Prospect Avenue was built for Joseph J. and Henrietta Plank. Plank was the president of J. J. Plank Corporation, which manufactured "dandy rolls." Dandy rolls are used to imprint watermarks on paper. Joseph Plank (1881-1949) was born in Brillion, Wisconsin and educated in Appleton. After training in the making of dandy rolls at the Appleton Screen Plate Company, Plank established his own company in 1907. Plank was innovative and patented his own dandy roll in 1932. It was used all over the United States. The company is still in business, as the Plank Corporation. Joseph Plank was also civic-minded, serving as chair of the Appleton Water Commission from 1917 until his death. Karl and Annette (Plank) Langlois lived in the Plank House from 1954 until 1995.<sup>29</sup>

In 1912, Thomas Pearson sold the Goff House to Dr. Maud Pratt and Dr. Meta Jones. Dr. Pratt bought out Dr. Jones in 1913. Dr. Pratt operated a maternity hospital in the home until at least 1919.<sup>30</sup>

The last new house to be erected in the West Prospect Avenue Historic District was constructed at 330 West Prospect Avenue in 1927.<sup>31</sup> This rambling Tudor Revival house was built for George and Elda Schommer. George Schommer was a partner in the Schommer Funeral Home, which his father, N.C. Schommer, had begun in 1897 as an undertaking and furniture-making business. The Schommers lived in the house until at least 1936.<sup>32</sup>

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<sup>28</sup> Ann Sager Research Files.

<sup>29</sup> Ibid.; Tax Rolls; and Appleton Community Directory (Manitowoc: Johnson Publishing Company, 1955).

<sup>30</sup> Abstract; and Ann Sager Research Files.

<sup>31</sup> Tax Rolls.

<sup>32</sup> Appleton Community Directory (Manitowoc: Johnson Publishing Company, 1936); and Ann Sager Research Files.

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(Rev. 8-86)  
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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 8

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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Around 1932, the William G. Whorton House, which stood at 213 West Prospect Avenue, was demolished. The property owner apparently wished to convert the large residence into a home for boys but encountered strong opposition from neighbors and so demolished the house instead. The land, which occupied several lots, was sold to Joseph Plank. Between 1933 and 1935, six small houses were constructed for Plank's children, earning this stretch of West Prospect Avenue the nickname, "Plank Row."<sup>33</sup> These houses are not included in the West Prospect Avenue Historic District because they are much more modest in size, scale and design than the residences in the district.

In 1942, Dr. Maud Pratt sold the Goff House at 325 West Prospect Avenue to William and Rose Kaminsky. The Kaminskys immediately had the house completely remodeled, resulting in its current Italian Renaissance Revival appearance.<sup>34</sup> The redesign is extremely well done, suggesting that an architect must have been involved, but that person has not been identified. William Kaminsky was president and manager of the W. J. Kaminsky Company, dealing in waste materials. The Kaminsky family resided in the house until about 1956.<sup>35</sup>

The West Prospect Avenue Historic District has remained relatively unchanged since 1942. It showcases most of the major national architectural styles of the late nineteenth and early twentieth centuries. The concentration of fine examples of the Italian Villa, Colonial Revival, Prairie School, Tudor Revival and Italian Renaissance Revival styles on two facing blocks creates a three-dimensional history lesson presenting the evolution of architectural residential taste of the period.

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<sup>33</sup> Ann Sager Research Files; Appleton Community Directory (Manitowoc: Johnson Publishing Company, 1932; 1934 and 1936).

<sup>34</sup> Tax rolls.

<sup>35</sup> Appleton Community Directory (Manitowoc: Johnson Publishing Company, 1955 and 1957).

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 9

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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The Whorton House at 315 West Prospect Avenue is an outstanding example of Italian Villa, a relatively rare variant of the Italianate style. The distinguishing feature of the Italian Villa subtype is the square tower, which rises above the roof of the main block. Italian Villa houses are generally two stories, rectangular or ell-shaped in plan, with low-pitched hip or gable roofs. Scrolled brackets typically appear beneath the wide eaves. The windows are tall and narrow, may be segmental or round arched, may be paired and may have hood moldings. Italianate buildings primarily were built in Wisconsin between 1855 and 1885.<sup>36</sup> The Whorton House, designed by William Waters, exemplifies Italian Villa variant with its multi-gabled form, anchored by a three-story, hip-roofed, corner tower. The house is enriched with round-arched openings displaying hood moldings with pronounced keystones and label stops, paired scrolled brackets, and an oculus in the front gable end.

Different aspects of early twentieth century Colonial Revival style are represented by the Bertchy House at 321 West Prospect Avenue and the Wolf House at 335 West Prospect Avenue. This style was very popular in the years before and after World War I, and has returned to fashion periodically ever since. Colonial Revival houses are usually two-story, frame or brick-veneered, side-gabled buildings with a symmetrical main façade. The front entrance is usually set in the center, and is accented with a hood or a one-story entrance porch, although the early designs tended to be more free-form and eclectic than post-World War I designs.<sup>37</sup>

The Bertchy House, constructed in 1902, illustrates the transition between the Queen Anne and Colonial Revival styles. The dominant, flared, side gable roof, the diamond-pane windows

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<sup>36</sup> Virginia McAlester and Lee McAlester, A Field Guide to American Houses (New York: Alfred A. Knopf, 1985), pp. 210-214; and Wyatt, II:2-6.

<sup>37</sup> McAlester and McAlester, pp. 320-22.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

Section 8 Page 10

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and the polygonal bays evoke the Queen Anne, while the Doric-columned front porch, dormers and simple, classical trim suggest the Colonial Revival.

In contrast, the 1903 Wolf House is a one of the best high-style examples of the Colonial Revival style in Appleton. The main block of the house displays a central, projecting pavilion terminating in a closed pediment that is ornamented with Doric columns and pilasters and a sunburst motif. The full-façade front porch features single and grouped Doric columns and a pedimented entrance with a modilioned raking cornice.

The two Prairie School houses in the West Prospect Avenue Historic District each exemplify different elements of that style. Primarily built between 1900 and 1920, the Prairie School was a part of the Craftsman movement, but also developed as a rejection of Neo-Classical design popularized by the Chicago World Columbian Exposition of 1893. Mostly confined to residential architecture, Prairie School details may include brick and/or stucco exterior finishes, belt courses and bands of windows to emphasize horizontal lines, and angular geometric ornament inspired by the work of internationally-prominent architect Frank Lloyd Wright.<sup>38</sup> The Scheer House at 329 West Prospect Avenue, erected in 1911, exhibits the hip-roofed, cubic form typical of American Foursquare, yet incorporates the stucco finish, the porch column elaborations suggesting capitals, and the casements with leaded glass in a geometric pattern that are details characteristic of the Prairie School.

In contrast, the Plank House at 340 West Prospect Avenue, built in 1910, exemplifies Prairie School form. The first story and the lower half of the second story are constructed of rusticated concrete block. Stucco appears above, giving the Plank House the high-waisted appearance that is distinctively Prairie School.

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<sup>38</sup> Ibid., pp. 438-40.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 11

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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Other elements of Prairie School form incorporated into the Plank House include a broad-eaved, low-pitched hip roof, a wide chimney of rusticated concrete block, a band of windows across the front façade, and enclosed porches finished with stucco.

The Schommer House at 330 West Prospect Avenue is a fine example of the Tudor Revival style. As the name implies, this style was based on sixteenth century English designs. Tudor Revival buildings may have steeply-pitched roofs, Tudor-arched openings, stone or brick veneer and/or stucco with ornamental half-timbering. In Wisconsin, this style was built between 1900 and 1940.<sup>39</sup> Constructed in 1927, the Schommer House is an unusual example of Tudor Revival design in that it is finished with wood shingles. The other Tudor Revival houses previously identified in Appleton display masonry veneer with stucco and half-timbering. The Schommer House is a more eccentric example, with its rambling plan that evokes the medieval, the Gothic-arched entry in a polygonal, pyramidal-roofed entrance porch reminiscent of a guard house, and the shed-roofed dormers of various sizes.

The Goff-Kaminsky House at 325 West Prospect Avenue presents an interesting example of the Italian Renaissance Revival variant of the Mediterranean Revival style. Inspired by the architecture of the Italian Renaissance, characteristics common to this style are a masonry exterior finish, symmetrical front façade, entrance accented with classical columns, round-arched window and door openings at the first story, flat-arched openings at the second story, tile-clad roofs, eave brackets, and wrought iron balconies or balconets. Built between 1910 and 1940, Mediterranean Revival, especially the Italian Renaissance Revival variant, is rare in Wisconsin.<sup>40</sup> In 1942, then-owner William Kaminsky had the Goff House transformed from a high style Italian Villa to a fine example of the Italian Renaissance Revival style. The

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<sup>39</sup> Ibid., pp. 354-58; and Wyatt, II:2-30.

<sup>40</sup> McAlester and McAlester, pp. 396-97; and Wyatt, II:2-32.

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 12

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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fenestration pattern was changed from single, round-arched windows to grouped windows, round-arched at the first story and flat-arched at the second story. The original hood moldings were removed and brick surrounds constructed matching the brick of the house. Wrought-iron balconets were added to the second-story windows on the front façade. The Italian Villa cornice board and scrolled brackets with pendants were retained. The entrance was rebuilt, forming a round-arched portal with a rusticated stone surround and a small Doric portico.

Finally, the Ritchey House at 324 West Prospect Avenue, displays a vernacular form common to the nineteenth century: the gable ell.

**ARCHITECT WILLIAM WATERS**

Cultural Resource Management in Wisconsin lists William Waters as someone who meets National Register criterion C as a "master" architect.(41) Waters was born 1843 in Delaware County, New York. He studied architecture at Rensselaer Polytechnic Institute in Troy, New York, graduating in 1867. Waters promptly relocated to Oshkosh and opened his own architectural firm. He was a resident of Oshkosh for fifty years. Many newspaper articles and biographies of the time attribute sizable importance to Waters' influence on architecture throughout the Fox River region.(42) Waters designed many residential, commercial and civic buildings in a variety of styles. Waters served as president of the Wisconsin Chapter of Architects and died on December 14, 1917 at the age of 74.(43)

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41 Wyatt, volume 2, section 6, page 2.

42 "Architect No More," Oshkosh Daily Northwestern, December 15, 1917, page 3.

43 Ibid.; "Architect No More" ; and Howard, Needles, Tammen and Bergendoff, pages 63 and 153.

NPS Form 10-900-a  
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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 13

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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**PRESERVATION ACTIVITY**

In 1996, the city of Appleton adopted an historic preservation ordinance. The Historic Preservation Commission was appointed soon after. Although no local historic districts have been designated yet, one local historic site was designated in 1997.

Preservation activity in the West Prospect Avenue Historic District has been limited primarily to individual efforts on the part of property owners, who have shown an appreciation of the historic character of their buildings in the rehabilitation or restoration of their properties. The Whorton House at 315 West Prospect Avenue was individually listed on the National Register in 1974. The Kenneth Sager family, current owners of the Whorton House, have been carefully restoring the house since purchasing it in 1981.

NPS Form 10-900-a  
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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 14

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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**ARCHAEOLOGICAL POTENTIAL**

No archaeological remains have been discovered to date in the West Prospect Avenue Historic District. Some prehistoric and late historic remains may be present, as Native Americans and, later, European Americans have inhabited the area for hundreds of years. Any remains of pre-European cultures are likely to have been disturbed, if not destroyed, by the building activity association with the development of Appleton. The presence of historic archaeological remains is likely.



NPS Form 10-900-a  
(Rev. 8-86)  
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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 9 Page 1

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 9 Page 2

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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West Prospect Avenue Historic District  
Name of Property

Outagamie County, Wisconsin  
County and State

Previous Documentation on File (NPS):  
 preliminary determination of individual listing (36 CFR 67) has been requested  
 previously listed in the National Register  
 previously determined eligible by the National Register  
 designated a National Historic Landmark  
 recorded by Historic American Buildings Survey # \_\_\_\_\_  
 recorded by Historic American Engineering Record # \_\_\_\_\_

Primary location of additional data:  
 State Historic Preservation Office  
 Other State Agency  
 Federal Agency  
 Local government  
 University  
 Other  
Name of repository:  
Outagamie County Historical Society

**10. Geographical Data**

Acreage of Property 3.0 acres

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

1	<u>1/6</u>	<u>3/8/7/5/4/0</u>	<u>4/9/0/1/5/1/0</u>	2	<u>1/6</u>	<u>3/8/7/4/2/0</u>	<u>4/9/0/1/3/9/0</u>
	Zone	Easting	Northing		Zone	Easting	Northing
3	<u>1/6</u>	<u>3/8/7/3/9/0</u>	<u>4/9/0/1/4/6/0</u>	4	<u>1/6</u>	<u>3/8/7/4/3/0</u>	<u>4/9/0/1/5/0/0</u>
	Zone	Easting	Northing		Zone	Easting	Northing

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

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

**11. Form Prepared By**

name/title Elizabeth L. Miller, Historic Preservation Consultant  
organization Old Third Ward Neighborhood Association date 12-15-00  
street & number 4033 Tokay Blvd telephone 608-233-5942  
city or town Madison state WI zip code 53711

**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

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

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
(Approved 3/87)

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

Section 10 Page 1

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

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VERBAL BOUNDARY DESCRIPTION

The West Prospect Avenue Historic District includes Lots 1 and 2, Block 17; the East 83 feet of Lot 1, Block 19; the East 111.68 feet of the North 54.17 feet of Lot 2, Block 19; and Lot 2 less the North 54.17 feet, Block 19; all in the Appleton Plat in the City of Appleton, Outagamie County, Wisconsin. The area included in the district totals about 3 acres.

VERBAL BOUNDARY JUSTIFICATION

The boundaries of the West Prospect Avenue Historic District encompass two blocks of large, high style residences in the Appleton Plat. The boundaries were drawn to exclude areas that are of a different scale, character or time period, or have lost integrity.

NPS Form 10-900-a  
(Rev. 8-86)  
Wisconsin Word Processing Format  
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United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

West Prospect Avenue Historic District  
Appleton, Outagamie County, Wisconsin

Section photos Page 1

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Photo 1 of 9  
West Prospect Avenue Historic District  
Appleton, Outagamie County, WI  
Photo by Elizabeth L. Miller, August and November 2000  
Negative on file at the State Historical Society of Wisconsin  
315 West Prospect Avenue

Photo 2 of 9  
321 West Prospect Avenue

Photo 3 of 9  
335 West Prospect Avenue

Photo 4 of 9  
329 West Prospect Avenue

Photo 5 of 9  
340 West Prospect Avenue

Photo 6 of 9  
330 West Prospect Avenue

Photo 7 of 9  
325 West Prospect Avenue

Photo 8 of 9  
324 West Prospect Avenue

Photo 9 of 9  
Birdbath

West Prospect Avenue Historic District  
Name of Property

Outagamie County, Wisconsin  
County and State

**Property Owner**

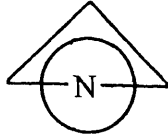
Complete this item at the request of SHPO or FPO.)

Name various (see list attached)  
street & number \_\_\_\_\_ telephone \_\_\_\_\_  
city or town Appleton state Wisconsin zip code \_\_\_\_\_

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

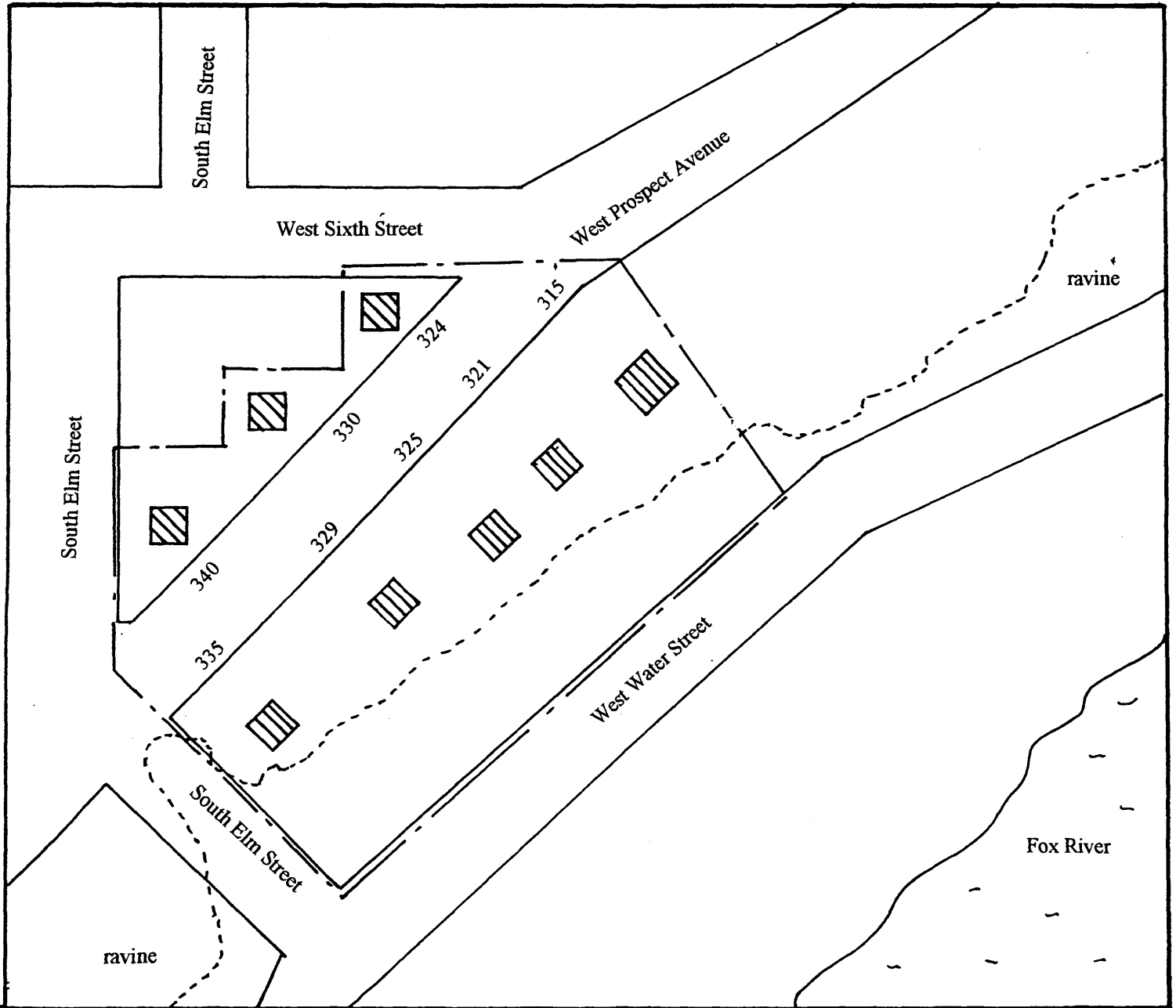
**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

WEST PROSPECT AVENUE HISTORIC DISTRICT  
Appleton, Outagamie County, Wisconsin



Scale: 1" = 100'

- Historic boundary
- ▨ Contributing
- Non-contributing







1 of 9

W. Prospect Ave. Hist. Dist.

Appleton, Outagamie Co., WI



321

760-AAK

2 of 9

W. Prospect Ave. Hist. Dist.

Appleton, Outagamie Co., WI



3 of 9

W. Prospect Ave. Hist. Dist  
Appleton, Outagamie Co., WI



4 of 9

W. Prospect Ave. Hist. Dist.  
Appleton, Outagamie Co., WI





5 of 9

W. Prospect Ave. Hist. Dist.  
Appleton, Outagamie Co., WI



6 of 9

W. Prospect Ave. Hist. Dist.

Appleton, Outagamie Co., WI



7 of 9

W. Prospect Ave. Hist. Dist.

Appleton, Outagamie Co, WI



8 of 9

W. Prospect Ave. Hist. Dist.,  
Appleton, Outagamie Co., WI





9 of 9

W. Prospect Ave. Hist. Dist.

Appleton, Outagamie Co., WI