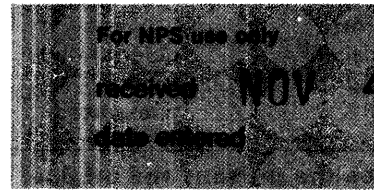


United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



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

1. Name

historic N/A

and/or common College Avenue Historic District

2. Location 215 W. to 109 E., and 110 W. to 102 E, College Ave.; 106-114 N. ^{onida St.}

street & number Various -- See Inventory, Item 7. not for publication

city, town Appleton vicinity of ~~congressional district~~ Eighth

state Wisconsin code 55 county Outagamie code 087

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"/> museum
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial <input type="checkbox"/> park
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational <input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment <input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government <input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial <input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military <input type="checkbox"/> other:

4. Owner of Property

name Various -- See Inventory, Item 7.

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Outagamie County Courthouse

street & number 410 South Walnut Street

city, town Appleton state Wisconsin 54911

6. Representation in Existing Surveys (Continued)

title Wis. Inventory of Historic Places has this property been determined eligible? ^{#17 only/otherwise} yes no

date 1977; 1980 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

General Description

The proposed College Avenue Historic District is centered on the major east-west business corridor in Appleton, between Superior and Morrison Streets. The twenty-nine included buildings house retail shops, taverns, an auto dealership, three restaurants, and offices. The Soldiers Square Monument on the southern edge of the district is also included. The sixteen pivotal and twelve contributing elements cluster in a T-shaped configuration, constituting three blocks on the south side of College Avenue, and roughly one block on the north. Dating from Appleton's early development in the 1850s through '80s, the earliest buildings in the district are two or three stories in height, and constructed of brick; most retain their original decoration above the ground story, including metal or corbeled-brick cornices, roofline raised pediments and parapets, and stone or molded-brick window caps. Most of these late nineteenth-century structures are architectural compositions of prominent architects William Waters of Oshkosh or Charles Hove of Appleton, or of talented native builders.

Also well-represented within the district are period commercial designs of the 1920s and '30s. Although building sites were occupied in the nineteenth century, the present appearance of many, particularly in the south-side one hundred East block, results from large-scale renovations and rebuildings characteristic of the early twentieth century. Art Deco chrome and Carrara glass, commercial-style variegated brick with stone ornament, terra cotta-trimmed NeoClassical and Gothic designs, and brick facades with derived Prairie-Style or Neoclassical colonnades constitute the collection. Except where described, ground-story storefronts have been altered from the original to standard 1960s-and-later plate glass and aluminum with oversize aluminum and plastic signage. Historical uses have been both civic and commercial, and include meeting halls, a library, a bank, newspaper offices, a hotel, and a number of commercial and retail firms.

Descriptions of pivotal elements follow the Inventory.

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 checked="" 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 checked="" type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates Various - see below **Builder/Architect** Various - see below Civic development
Period of Significance: 1857-1951*
Statement of Significance (in one paragraph)

The College Avenue Historic District is a four-block area of the city distinguished by its variety of high-quality late-nineteenth and early-twentieth century commercial design, representing many historical periods of construction as well as the work of important regional architects. Historically, the collective commercial significance of particular buildings and of the district (including financial, retail, quasi-residential, and social uses) is central in the development of downtown Appleton. One element, the Soldiers Square Monument, represents a locally significant achievement in sculpture and civic development. The twenty-seven buildings and one object span a period of significance from 1857-1932,*and parallel the swell in population and building activity which resulted from industrial development of this important Fox River Valley city.

Historical Development

The history of the Appleton area began long before the visit of explorer Jean Nicolet in 1634, and Marquette and Joliet in 1673. The Fox River Valley was the home of several Indian tribes who reluctantly relinquished their hold on the land to white speculators and settlers. The first known settler Hippolyte Grignon built an inn and trading post at the site of Appleton in 1835. A decade later, the Wisconsin Methodist Episcopal Conference chose to locate its Lawrence College here, providing a supporting hospital, church, post office, and social center. When the Honorable Samuel Appleton donated funds for the college library, the small but grateful population of six hundred named the village in his honor. The original plat was laid out in 1848; in 1853, the adjacent growing villages of Lawesburg and Grand Chute were incorporated into the Village of Appleton. By 1857, the Village was incorporated as a city with a population of two thousand. Industrial development, which had begun in the late 1850s with the opening of the first paper mill, was fostered by steamboat transportation along the Fox River between Milwaukee and Green Bay. A greater impetus to development arrived with the railroads in 1861. Service on the original Chicago & Northwestern line was augmented by that of the Green Bay & Lake Pepin, Wisconsin Central, and the Milwaukee, Lake Shore & Western in the early 1870s. By the middle of the decade, the population had risen to over five thousand, an increase of 250% since incorporation.

Even before the wholesale development of the present College Avenue began in the 1870s, the location had established a reputation for commercial prosperity. The corner lot at West College Avenue and South Appleton was pronounced "one of the most desirable business sites in the city."¹ Similar service was paid to the corner location at West College Avenue and Appleton Street, the site of the former Smith & Crawford Block (#6).² By 1874, with Appleton's business sector running at over \$1,700,000 annually,³ the

*see Inclusion of Exempted Properties, Item 8., Page 9.

9. Major Bibliographical References

The Appleton Post, 1871-1885.
The Appleton Crescent, 1871-1972.
The Appleton Post-Crescent, 1929-1964
Appleton City Directories, 1884-1919.

Appleton Tax Assessment Rolls, 1897-1965.
Historic Building Survey, Appleton, Wisconsin,
Appleton Dept. of Planning & Development, 1978.
Ryan, Thomas H., History of Outagamie County,
Goodspeed Historical Assn., Chicago, Ill, 1911.

10. Geographical Data

Acreege of nominated property approx. 7

Quadrangle name Appleton, Wis.

Quadrangle scale 1:24000

UMT References (continued)

A

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Zone		Easting				Northing								

B

1	6	3	8	7	7	2	5	4	9	0	1	7	2	0
Zone		Easting				Northing								

C

1	6	3	8	7	7	2	5	4	9	0	1	7	6	5
Zone		Easting				Northing								

D

1	6	3	8	7	8	2	0	4	9	0	1	7	6	5
Zone		Easting				Northing								

E

1	6	3	8	7	8	2	0	4	9	0	1	7	9	0
Zone		Easting				Northing								

F

1	6	3	8	7	9	1	5	4	9	0	1	7	1	0
Zone		Easting				Northing								

G

1	6	3	8	7	9	1	5	4	9	0	1	6	4	0
Zone		Easting				Northing								

H

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

Verbal boundary description and justification

See boundary Justification/Description, Item 8.

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

state	code	county	code

state	code	county	code

11. Form Prepared By

name/title Diane H. Filipowicz, Architectural Historian (continued)

organization State Historical Society of Wisconsin date November, 1980; September 1982

street & number 816 State Street telephone (608) 262-2732

city or town Madison state Wisconsin 53706

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

Richard M. Muey

title Director, State Historical Society of Wisconsin date 10/27/82

For NPS use only

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

John A. Brown
 Keeper of the National Register

Entered in the
 National Register

date 12/2/82

Attest:

date

Chief of Registration

**United States Department of the Interior
National Park Service**

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received
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REPRESENTATION IN EXISTING SURVEYS:

Historic Building Survey, Appleton, Wisconsin
1978

Local

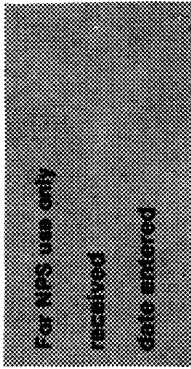
Appleton Department of Planning and Development
Appleton, Wisconsin

United States Department of the Interior
National Park Service

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Map No.*	Address	Bldg. Name: Orig./Current	Owner	Classification
1	215 W. College Ave.	Farmers Home/St. Patrick's Gifts	Mollie Chudacoff, Bruce Chudacoff, Chas. W. Miller 512 W. College Ave. Appleton, WI 54911	Contributing
2	211 W. College Ave.	Gibson's Auto Exchange	Gibson Realty Co. P.O. Box 1010 Oshkosh, WI 54902	Pivotal
3	207 W. College Ave.	Kamp's Harness Shop/Great Surplus Shop	Great Surplus Stores, Inc. P.O. Box 918 Winona, MN 55987	Pivotal
4	205 W. College Ave.	Blissing Building/Brown Beam Tavern,	Georgia Jimos 611 E. Pacific Street Appleton, WI 54911	Pivotal
	203 W. College Ave.	Boot Hill	RSM Investments Roland H., Stephen A., Mark J. Winter 231 W. Franklin St. Appleton, WI 54911	" "
5	201 W. College Ave.	First Nat'l. Bank/Otterlee's Jewelry	J. Engel, Mollie Chudacoff 1500 Oakcrest Ct. Appleton, WI 54911	Contributing
6	125-127 W. College	Smith & Crawford's Brick Block/Scanlon Jewelry; Perry-Ernst Menswear	Rossmeissel, Mary & Jos., et al (125 only) c/o Robert Rossmeissl 1611 N. Superior St. Appleton, WI 54911	Pivotal

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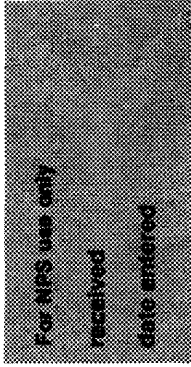
Map

<u>No.*</u>	<u>Address</u>	<u>Bldg. Name: Orig./Current</u>	<u>Owner</u>	<u>Classification</u>
7	123 W. College Avenue	Myse Sample House/Babb's Menswear	David Miringoff 1540 Palisades Drive Appleton, WI 54911	Pivotal
8	121 W. College Avenue	Lyon Building/Gloria Kay Uniforms	SanCo Ltd. P.O. Box 567 Appleton, WI 54911	Pivotal
9	115 W. College Avenue	Schlafer, Barrett & Tesch, Hardware/Jo Ann Fabrics	SanCo, Inc. P.O. Box 567 Appleton, WI 54911	Pivotal
10	111 W. College Avenue	Brettschneider Furniture	Brettschneider Realty Co. 111-113 W. College Avenue Appleton, WI 54911	Pivotal
11	109 W. College Avenue	vacant	Phil and George Retson 1310 E. South River Appleton, WI 54911	Non-contributing
12	107 W. College Avenue	Pants & Pants	Mollie Chudacoff, Bruce Chudcuff, Chas, W. Miller	Non-contributing
13	103 W. College Avenue	Zuelke Building	Plaza Corporation 101-05 W. College Avenue Appleton, WI 54911	Pivotal
14	Soldiers Square (@ Oneida St.)	Soldiers Square Civil War Monument	City of Appleton	Pivotal
15	103-105 E. College (S. Oneida Street)	Stevens's Palace Block/The Peppermill	John F. Bergstrom/S&M, Inc. Wm. V. Smith 3003 W. College Avenue Appleton, WI 54911	Pivotal
16	101 E. College Avenue	Kreiss's Brick Block/Belinke Jewelers	John F. Bergstrom/S&M, Inc. Wm. W. Smith 3003 W. College Avenue Appleton, WI 54911	Pivotal

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Map No.*	Address	Bldg. Name: Orig./Current	Owner	Classification
17	103-105 E. College Ave.	Stevens's Palace Block/Telephone Works; Design Center	John F. Bergstrom/S&M, Inc. Wm. W. Smith 3003 W. College Avenue Appleton, WI 54911	Pivotal
18	107 E. College Avenue	Bernard's Block/Footworks	Robert Sanderson/Herman Schnitzkewitz 115 N. Adams Street Green Bay, WI 54302	Contributing
19	109 E. College Avenue	Hertszinger Block/Apparel Arts	College Ave. Associates 512 W. College Avenue Appleton, WI 54911	Contributing
20	111 E. College Avenue	Shinnick Block/Pechman Studios	College Ave. Associates 512 W. College Avenue Appleton, WI 54911	Contributing
21	113 College Avenue	T-Shirt Emporium;	Michael Haley/Richard H. Meyer, Survivor 738 E. John Street Appleton, WI 54911	Contributing
	115 E. College Avenue	Image Gallery	Catherine Schwarzbaur 108 Appleton Street Menasha, WI 54932	Contributing
22	117-119 E. College Avenue	Heckert Building/Margee's Boutique; Heckert Shoes	Earl Miller 117-119 E. College Avenue Appleton, WI 54911	Contributing
23	121 E. College Avenue	Voight Block/Vacant	Eugene Schellinger 417 N. Whiteoak Drive Appleton, WI 54911	Contributing

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Map No.*	Address	Bldg. Name: Orig./Current	Owner	Classification
24	123 E. College Avenue	Smith Block/Homecraft Shop	Helen Laabs 123 E. College Avenue Appleton, WI 54911	Contributing
	125 E. College Avenue	Guyette's Menswear	Helen Laabs 123 E. College Avenue Appleton, WI 54911	Contributing
25	127 E. College Avenue	Warner & Wharton Block/ Wire Whisk	Dennis Bahcall & Robert Sigman 303 S. Memorial Drive Appleton, WI 54911	Pivotal
	129 E. College Avenue	Iron Rail	Franklin Hardt 922 W. Third Street Appleton, WI 54911	Pivotal
26	100-102 E. College Avenue	Adkins Stone Block/Burger King	Alfred Piette, Frederick Piette, S&M Investments 3003 W. College Avenue Appleton, WI 54911	Contributing
27	106, 108, 110, 112, 114 North Oneida Street	Whedon Bldg./Arcade	Alfred Piette, Frederick Piette, S&M Investment 3003 W. College Avenue Appleton, WI 54911	Contributing
28	100 W. College Avenue	Campbell's (current)	"100 W. College Bldg. G. Co." c/o Campbell Stores 102-04 W. College Avenue Appleton, WI 54911	Contributing
29	106 W. College Avenue	Peterson Block/Evenson's Hallmark	Joseph Engel 1500 Oakcrest Court Appleton, WI 54911	Pivotal
	108 W. College Avenue	Barker's Shoes	Joseph Engel 1500 Oakcrest Court Appleton, WI 54911	Pivotal
30	110 W. College Avenue	Kresge's (current)	S. S. Kresge Company 3100 W. Big Beaver Troy, MI 48084	Pivotal

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Nos. 1-5; 215-201 W. College Avenue

Framed by contributing buildings #1 and #5 (215 and 201 W. College Avenue), the five-building block farthest west in the district has seen less large-scale rebuilding overall than other segments of the district. With the exception of Gibson's Auto Exchange (211 W. College Ave.), the basic building material is brick, with stone or brick trim. The organization of second-story window openings is varied, but the rhythm is harmonious. The design of each separate facade is symmetrical, with single or paired openings divided to either side of a center unit.

2. Gibson's Auto Exchange - 211 W. College Avenue

Boldly distinctive, Gibson's Auto Exchange at 211 West College Avenue retains its full Art Deco facade. All ornament takes the form of flush contrasting white glass against the black glass surface. Three units of plate glass fill both the first and second stories; the larger center windows are composed of three chrome-framed sections. Smaller panes of glass to the side of the windows, also framed with chrome, suggest shutters; their stepped form is echoed by the razor-like stepped roofline. White panels of stylized ornament punctuate the "gable end" and wide "crazed" glass band between stories. The Gibson name is lettered in white Art Deco characters over the center ground-story display window. A glazed garage door fills the westernmost unit of the ground story.

3. Kamp's Harness Shop/Great Surplus Store - 207 W. College Avenue

Kamp's Harness Shop/Great Surplus Store is dominated by a large stepped brick gable with arched-enclosed rose window. Molded brick piers decorated with small rosettes support the gable at the second story level, and separate thin, double-hung windows with Queen Anne-style overlights from the large center window between. The attic story is enclosed by a fish-scale shingled mansard roof. A droll touch of iconography appears at the peak of the gable in the form of a projecting stone horse's head. Again, a plate glass store front and oversized sign replace the original ground-story facade.

4. Bissing Building/ Boot Hill; Brown Beam Tavern - 203-205 W. College Avenue

The Bissing Building, 203-205 West College Avenue, is easily recognized by the lions' heads decorating its roofline pediments. Framed by rope moldings and sculptural ornament, the pediments are supported by heavy brackets and flat Milwaukee pressed-brick pilasters which divide the three-unit facade. The larger end windows and three smaller center ones are capped by stone-trimmed stilted arches; angles are embossed with rosettes, and the springing points are finished with stone guttae. Sections of a stone course connecting the caps add more High Victorian Gothic suggestion to the pointed-arch caps with their "naturalistic" ornament. Denticulation and rope molding in the cornice reinforce the classical strain. Like its neighbors to either side, the ground story of the Bissing Building has been drastically altered from the original; the Boot Hill store and Brown Beam Tavern have plate glass storefronts and contemporary signage.

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Nos. 6-13; 125-103 W. College Avenue

Because of their exceptional nature when originally constructed and currently evaluated, the six included buildings in the 100 West block of College Avenue are all classified as pivotal structures. The three farthest east, all constructed in period "skyscraper" styles, are the most "modern" of the buildings in the district. Even #6, when constructed in 1866, was thought to be the latest in building fashion with its "French roof." All masonry high-rise buildings, Nos. 6-13 are three or more stories in height and symmetrical in design.

6. Smith & Crawford's Brick Block/Scanlon Jewelry; Perry-Ernst Menswear - 125-127 W. College Avenue.

Originally completed with "a uniform iron front" in addition to the surviving "French roof,"¹ the three-story Smith & Crawford Block also retains heavy cornices above the second and third stories, testifying to its last-minute expansion by original owners Blish & Crawford and Reeder Smith. Regularly-spaced round-headed windows span the second and third stories; those in the diamond-shingled mansard retain their tracery and dormer-like window caps. Only corner brick pilasters on the second story break the severe surface of painted brick. Number 6 has the only full mansard roof in the district.

7, 8. Myse Sample House/Babb's Menswear - 123 W. College Avenue.
Lyon Building/Gloria Kay Uniforms - 121 W. College Avenue.

Together constituting a bilaterally-symmetrical facade, Nos. 7 and 8 are actually two distinct structures constructed fourteen years apart. Both are three-story brick elevations, dominated by center two-story oriel windows enclosed by thin, two-story bartizans. Carved keystones accent the tiled oriel roofs; decorative inscriptions and building dates ("1911" and "1897" appropriately) fill the stone spandrels above. Blind arcading suggested by small colonettes between the buildings joins the blank brick friezes above both buildings. Duplication of the earlier facade was deliberate by the owner of the original Myse Sample House, Joe Rossmeissel.

9. Schlafer, Barret & Tesch, Hardware/Jo Ann Fabrics - 115 W. College Avenue.

Adjoining buildings at 115 and 111 West College Avenue are restrained red brick classicized Prairie School commercial facades, one constructed in 1891 and the other in 1922. Number 9 is three stories in height, with a low diaper-work parapet above a stone-capped "colonade" on the third story. Wider columns at the ends of the facade create a tetrastyle design. Stacked fixed-sash windows fill the interstices of the brick "columns" on the third story; a story below, double-wide openings have been replaced with industrial glass block.

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10. Brettschneider Furniture - 111 W. College Avenue.

Less progressive than its neighbor to the west, the Brettschneider building was Appleton's four-story "skyscraper" of the 1920s. A concrete-trimmed colonnade rises in the center of the facade to a concrete course below a star-trimmed brick parapet. Simple panels of plate glass now fill the nine regular rectangular openings on the three upper stories. The east and west walls of the building are concrete.

13. Zuelke Building - 103 W. College Avenue.

The most recent inclusion in the district, the Zuelke Building is a ten-story gray granite Modernistic prism rising from a two-story granite, bronze, and glass Neo Gothic base. Projecting buttress-like piers, framing thinner projecting ribs, rise as Modernistic "towers" applied to the elevation; sash-and-hopper windows alternate in narrow and wide widths in rectangular openings. The original two-story polished granite, bronze, and glass storefront is composed of two large elliptical windows framing a double door with Perpendicular tympanum, separated by applied polished-granite pilasters. Marble lobbies and corridors lighted by Gothic-style scones constitute one of the few intact interiors in the district.

14. Soldiers Square Civil War Monument - Soldier Square at S. Oneida Street.

Presently bordered by parking lots on the east and south, the Soldiers Square Monument was once a more forceful focus of civic identity in its location opposite the former city hall (now demolished). The fifteen-foot, five hundred-pound bronze sculpture of three Union soldiers is set atop a thirteen-foot granite pedestal. The graduated arrangement of infantrymen to either side of a cavalry officer is overhung by a draped flag. Italian sculptor Cavalier Gaetano Trentanove himself supervised the placement of the monument in 1911, when the separately-cast flag and bayonet were secured in the soldiers hands. A saber and flagstaff originally held by the officer and gun held by the bugler have been lost

Nos. 15-25; 103-129 E. College Avenue.

The longest block in the district, the 100 East block of College Avenue was known as the "burnt district" after a fire in 1871 destroyed all but the extreme east end.³ The architectural character is mixed, and is composed of pivotal late-nineteenth century buildings framing contributing designs of the 1870s through 1930. In some cases, exact dates of period-quality remodelings of the early twentieth century are unknown, although the decorative interest of the two-story brick facades is consistent. Two storefronts break the pattern of recent twentieth-century remodelings: the part-original Oneida-Street portion of Steven's Palace Block, and the period remodeling of the E. College-Avenue portion of the same L-shaped building⁴ at 103-105 E. College Avenue, presumably for furniture salesman John Diederrich.

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date entered

15. Stevens's Palace Block/The Peppermill - 103 College Avenue (facing Oneida Street).

The western portion of the L-shaped Stevens's Palace Block facing Oneida Street retains its 1882 facade designed by Charles Hove. Unlike other buildings in the district which survive in near-original condition only above the ground story, this one building retains elements of its original nineteenth-century storefront in its carved stone capitals and decorative cornice above three brick pilasters. The front display spaces are now filled with plate glass windows with composition panels above. The second story, characterized by three pairs of pointed-arch brick and inscribed-stone window caps, is overhung by corbel tables to each side of a molded-brick center pediment. A heavy cornice, supported by large flat brackets, supports an asbestos shingle parapet. A closed, carved-wood brace fills the peak of the gable. Pointed-arch openings on the side (south) elevation have been closed in, but the corbel table and a molded brick course still face Soldiers Square.

16. Kreiss's Brick Block/Belinke Jewelers - 101 E. College Avenue.

Unfortunately, the former Kreiss's Brick Block has lost its original black paint and gold leaf storefront to the present plate glass and aluminum replacement. The small-scale second-story design still persists, however, on both the front (north) and side (west) elevations. Heavy arched brick window caps joined by molded brick courses cover the arched double-sash openings. On the principal facade, the center window is framed by flat brick pilasters carrying a projecting truncated pediment decorated with carving. The heavy profiled cornice is punctuated with modillions and incised corner capitals. Similar windows are carried across the second story on the west side. Two flat pilasters are cut by narrow brick corbel tables meeting projecting cornices above the first and second stories.

17. Stevens's Palace Block/Design Center; Telephone Works - 103-105 E. College Avenue.

Constructed simultaneously with the S. Oneida-Street facade of the Block and designed by the same architect, the East College Avenue facade of the Stevens's Palace Block bears no resemblance to the original. The present three-story, red brick building is graced by a terra cotta tile storefront framing full-length display windows and a recessed center entrance. Corinthian capitals trim pilasters between windows on the first and third stories, supporting pedestal-like accents along the overriding entablature. In Renaissance fashion, second-story casement windows are enclosed by rectangular stone frames, while those on the third story are crowned by round-headed fanlights and keystones. The wide frieze between the first and third story is decorated by ornamented crests between each set of windows, above a row of carved tiles over the second story.

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25. Warner & Wharton Building/Wire Whisk; Iron Rail - 127-129 E. College Avenue.

Similar in design to the 1870s and '80s buildings in the 200 West block, the Warner & Wharton Building is a brick double building, bilaterally symmetrical about a trefoil-cut pointed-arch window (second story) and entrance (first story) between the distinct shops. The original storefront was described as constructed of cut stone, with iron pillars, "French plate glass, and silver-plated metal sash."⁸ Brick pilasters with inscribed capitals enclose the ends of the building. In the center of each half of the second story, a "triatyich" of pointed-arch-capped windows with stone sills is filled with a pointed overlight and tall sash below. A carved stone corbel table underlined by a stone course spans the top of the buildings to the sides of two centered pediments. Small, trefoil-trimmed windows, similar to the larger one over the center entrance, are set within the stone-and-brick arches within the pediments. Most of the "galvanized iron cornice" is still in place at the roofline.

Nos. 28-30; 100-126 W. College Avenue

The included buildings in the 100 West block on the north side of College Avenue are two stories-plus-attic or three stories in height and constructed of brick. With the exception of Campbell's farthest east, and later alterations made to original facades, the buildings date from the 1880s. Decoration and window treatment are varied, although the second-story openings are generally uniform in height. No original first-story storefront is intact, and interiors have likewise been altered.

29. Peterson Block/Everson's Hallmark; Barker's Shoes - 106-108 W. College Avenue.

The former Peterson Block is distinguished by three attic-level pedimented dormers in its shingled mansard-slope roof, and three sets of tall rectangular openings topped by rose-cast lunettes on the second story. Each set of windows is framed by flat brick piers and corbelled brick courses.

30. Kresge's - 110 W. College Avenue.

Now used as a single store, the three distinct facades at 110 W. College Avenue were originally three separate stores. The westernmost third, originally a William Waters design of 1883,¹⁰ was altered at an undetermined time to its unremarkable appearance. Four rectangular openings on the second story are filled with double-hung sash; at the attic level, a single small, double-hung window is centered between a pair of flame-like brick ornaments. The center building, surviving from 1883, is similar in spirit to the district's other 1880s buildings. Four large double-hung windows, topped by paired, recessed square panels, alternate with recessed brick "pilasters" to form the second story of the facade. Recessed "lattice-work" brick panels and sunbursts frame the bracketed parapet in the center of the roof. A large lunette, bisected by a wide fluted brick pilaster, lights the attic in the parapet.

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The easternmost third of the building, constructed seventeen years after the rest, is overwhelmingly classical in detail. Large plate glass windows with overlights, filling the second story, are framed by thin pilasters; brick pilasters spring through the attic level from the delicate capitals below. Two oculi light the attic, framed by recessed brick panels to the east and west sides. A projecting cornice supported by modillions and underlined by denticulation forms the emphatic lower edge of the sloped "roof."

The three brick facades have been painted a uniform brick color.

Footnotes

- ¹Appleton Motor, August 9, 1866.
- ²Appleton Post, May 26, 1911; Appleton Crescent, May 27, 1911
- ³Appleton Crescent, December 16, 1871
- ⁴Outagamie County Abstract Office
- ⁵Appleton Post, December 21, 1882.
- ⁶Appleton Crescent, October 19, 1878.
- ⁷Appleton Post, December 21, 1882.
- ⁸Appleton Crescent, May 17, 1873.
- ⁹Ibid.
- ¹⁰Appleton Post, May 10, 1883; October 4, 1883; Appleton Crescent, August 4, 1883; December 8, 1883.

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location was even more choice. Despite high rents, new places of business were always in demand, and new brick blocks lined the streets, replacing wooden stores previously destroyed by fires. The increase in commercial activity was paralleled by a multiplication in industry and services. In the 1870s, with incorporation, the city limits were fixed, and the area was divided into wards; railroad service began between Appleton and New London in 1876, and a year later the first gas plant was in operation (serviced by three miles of pipe), and flour, woolen, pulp, and paper mills were under expansive construction.⁴ Running water and sewage disposal came with the 1880s, servicing a population which doubled to over 10,000 from 1874 to 1884.⁵ The development of electric power in the 1880s advanced the growth of industry in Appleton, and powered one of the first electric railway systems in the world.⁶ Commercial vitality was complemented by progress in the political sector when a civic focus was created with the construction of a city hall/library to the rear of the south side of the 100 West block of College Avenue in 1900; addition of the Soldiers Square Civil War Monument opposite the building created a civic square until demolition of the former city hall building in 1981. Previously, the business of local government had been conducted at varying locations in other buildings on the Avenue.

Today's population stands at over 60,000, making Appleton one of the larger cities in the state, and an important part of the urban-industrial corridor extending from Green Bay south to Fond du Lac. A succession of new ownerships and retail establishments reflecting the continual growth and prosperity of Appleton has kept the center of College Avenue economically viable. The present owners also share the distinction of association with the history of Appleton's economic vigor as reflected in the quality of its architecture.

Architectural Significance

Designed by well-known regional architects of the day or by talented contractors, the twenty-seven buildings in the College Avenue Historic District represent a high-quality spectrum of architectural achievement. Research revealed that the construction of nearly every building in the proposed district received regular attention in local newspapers, with testimony to the handsomeness of the rising structure and the prudence of the owner; the identity of architects and contractors were also thought to be important. Given that fifteen structures and the Soldiers Square Monument are of pivotal importance, that a large number are architect-designed, that several are distinguished by museum-quality ornament, and that in total the buildings well illustrate the major trends in American architecture during an eighty-year period, the architectural significance of the whole exceeds that of many commercial districts in Wisconsin.

Pivotal Elements

2. Gibson's Auto Exchange

C. R. Meyer & Sons, Contractors, designed the building at 211 West College Avenue in the proposed district.⁷ Arresting in the sophistication of its design, Gibson's Art Deco

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Auto Exchange is the best-preserved example of the period in Appleton. Ironically, the site was occupied by a barn, well, garden, and chicken coop until the land was sold to Alenor Gibson for construction of a car dealership in 1928. Completed in 1931, some fifty years after neighboring buildings, the symmetrical two-story design with its stepped roofline was well-integrated into the existing block. The "crazed" Carrara glass facade with chrome-trimmed windows and mannered ornament compares well with the best designs of the era.

3. Kamp's Harness Shop

In addition to Stevens's Palace Block (#16) and the Peterson Block (#31) farther east in the district, credit for the "Flemish Gothic" Kamp's Harness Shop of 1885⁹ goes to Appleton architect Charles Hove.¹⁰ Hove, who also designed the Temple Zion (1883-84; NRHP 1978) and the Volksfreund Building (1882; NRHP 1974), came to Appleton from Milwaukee in 1879. In addition to his National Register-recognized works, Hove designed a number of churches, rural and city residences, and other commercial structures. Like the Temple Zion and Volksfreund Building, the harness shop reveals Hove's predilection for large, muscular masses defined by use of decorative detail. The large, stepped Flemish gable with its rose window set in a pointed tympanum, and playfully accented by a projecting horse head grotesquerie is characteristic of Hove's use of a large projecting pavilion, compellingly decorated, as the dramatic focal point of the design; the same device, crowned by a tower, appears on the Temple Zion and the Volksfreund Building.

4. Bissing Building

Constructed in 1880,¹¹ the Bissing Building is a finely-reconciled amalgamation of two architectural styles of the later nineteenth century. Working with representatives of the Appleton Post, contractor Lewis Bates designed the structure¹² to house the Post on the second story, and symbolically decorated the roof-line pediments with projecting lions' heads proclaiming "the roar of truth." The stylized ornament on the second-story window caps and horizontal stone course suggests High Victorian Gothic design. Yet, in the symmetrical disposition of elements, and the use of sculpturally-enriched pediments and other classical motifs, the classical strain predominates. An elegant asset to any town, the Bissing Building is a tribute to the talent of an Appleton contractor.

6. Smith & Crawford's Brick Block

A visually-arresting element in the district in terms of its large scale and severe design, the Smith & Crawford Block was designed by J.M. Barker, architect, in 1866, with assistance from Z. Patton, mason. Although its original cast iron storefront has been lost, the distinctive "French roof," added with the third story as an after thought during construction, is still in place. The survival of the large full Second Empire commercial building, even to the original shingle roof and tracery window glass in the dormers, is singular in Appleton, and uncommon in mid-size cities in the state.

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7, 8. Myse Sample House and the Lyon Building

Incorporating elements of both Queen Anne and Neoclassical modes, the twin facades at 121 and 123 West College Avenue are an urbane element of the district. Appletonian Joe Rossmeißel had the western half constructed in 1911¹⁴ to match the Lyon Building of 1897.¹⁵ A number of enterprises have occupied the buildings, including a bar and restaurant, offices, and retail establishments. The architect(s) of this elegant early Appleton "high-rise," with its shingled oriels, carved ornament, and tall bartizans is unknown.

9. Schlafer, Barret & Tesch, Hardware

Hardware entrepreneur Otto Schlafer accompanied architect Phillip Dean to Chicago to study modern architecture there prior to constructing the present building at 115 West College Avenue.¹⁶ The resulting design, with its Prairie School facade, was Dean's concept of the "most modern" type of building. Dean, who shared a partnership with a Mr. Wildhagen in Appleton in the early 1890s, later practiced alone in the city before relocating to Wausau and then to Madison. Ten percent of the \$15,000 construction cost of the progressive landmark was spent on iron supports, which "are of a new design, the Larrimer pattern, patented only last July, this building being the first outside of Chicago to use them."¹⁷ Although the lower floors of the building have been altered to varying degrees, the form of the original third-story colonnade links the design to the Midwestern Prairie School tradition.

10. Brettschneider Furniture

Further expression of the skyscraper aesthetic is evident in the design of the Brett-schneider Building at 111 West College Avenue. No architect is known of the 1922 design,¹⁸ in which the tall reduced Prairie School or Neoclassical colonnade persists. Tiers of tall rectangular openings framed by unadorned brick "pilasters" and square spandrels create a three-story vertical rise consistent with the demands of modern commercialism.

13. Zuelke Building

Aside from more recent nondescript high-rises, the Zuelke Building is Appleton's skyscraper. The upper five stores were added in 1951¹⁹ to the original seven-story Modernistic elevation on its two-story Neo Gothic base. Since its completion in 1932, the building has retained its period decoration on the exterior (Perpendicular tympanum, arched display windows, polished granite pilasters), and unlike other commercial buildings in the district, on the interior as well. Despite the Gothic character of the interior elements, the richness of building materials (marble and bronze) is in keeping with the bravura of interior design of Art Deco-Modernistic structures. An undated clipping from the Appleton Post-Crescent suggests that the original owner Irving Zuelke himself was the building's architect. The building is still considered to be one of the city's finest office buildings.

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15. Stevens's Palace Block (S. Oneida Street)

Although both facades of John Stevens's L-shaped Palace Block were designed by Charles Hove in 1882-83,²³ only the Oneida-Street facade survives in its original form. The multiple uses of the building through time have included a drug store, doctor's office, furniture and clothing stores, and the present book store and gift shops. Like other Hove works, the earlier Palace Block design is symmetrical with center focus provided by a pavilion with roofline decoration. Although there is no one stylistic character evident, Hove's use of contrasting stone voussoirs in brick window caps, and molded brick in the center pediment suggest an affinity for High Victorian Gothic polychromy. The integrity of the building (with ground-story iron pilasters intact) and its fine physical condition made it an asset to the civic square area of the proposed district.

16. Kreiss's Brick Block

Diminished in size by the remodeled facade of the Palace Block to the immediate east on College Avenue, Kreiss's Brick Block occupies another "first class business corner"²⁴ in the College Avenue District. The similarity of the 1878²⁵ design to the works of Oshkosh architect William Waters in Appleton is natural given that the Kreiss building was meant to complement a Waters building which was constructed diagonally opposite on College Avenue. In addition to the Smith Block (#24), Warner & Wharton Block (#25), the present Kresge building (#32), and the First National Bank (#5) of 1871²⁶ in the district, Waters also designed the Farmers Home Building of 1879²⁷ which closely resembles the Kreiss's block. Due to modest character and/or loss of integrity, Nos. 1 and 5 are only of contributing character to the district, although their architect was one of the most important in the late nineteenth century in the Fox River Valley area. Waters (1843-1917), who was a native of New York State and educated at Rensselaer Polytechnic Institute in Troy, opened an office in Oshkosh in 1867 from which he practiced throughout his career. His many commissions included several county court-houses, schools, banks, opera houses, churches, hotels, and "the better class of family residences."²⁸ Waters works currently listed in the National Register include the Oshkosh Grand Opera House (1887), Trinity Episcopal Church (1887), and the Jessie Jack Hooper House (1888) in Oshkosh; Hearthstone (1880-82) in Appleton; and the Danes Hall (1882-83) in Waupaca.

Although Waters himself was not the architect of the Kreiss Block, his importance as a trend-setter in Appleton and his identifiable style are recalled by its appearance.

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18. Stevens's Palace Block (East College Avenue)

Although it was remodeled to its present appearance in 1927-28,²⁹ the present East College Avenue facade of the Stevens's Palace Block is a good example of eclectic period commercial design of the early twentieth century. Unlike the Zuelke Building whose similar storefront is Gothic in character, the present Telephone Works and Design Center is NeoClassical. The pilaster-embra^sed terra-cotta storefront is surmounted by a Renaissance-style elevation of semicircular over rectangular openings. The design is a fuller statement of the type to which the more abbreviated Campbell's facade (#3) of 1933³⁰ alludes.

25. Warner & Wharton Block

Mr. Waters of Oshkosh, as he was often called by Appleton newspapers, is credited with the design of the Warner & Wharton Block of 1873.³¹ Typical High Victorian Gothic design is best illustrated here in the district, by the insistence of pointed arches in roof-line arcading and central gable, and polychrome treatment of the second-story window caps. In the activity of its decoration, the building is closely allied with the buildings in the 200 West block of the district, and therefore makes a forceful east boundary of the district.

29. The Peterson Block

Less memorable than his Kamp's Harness Shop (#3),³² and Stevens's Palace Block (#16), Charles Hove's design for the Peterson building of 1884 is well-suited in tone to neighboring buildings in the north side of the 100 East block of College Avenue. In the distinctiveness of its forms and the decorative interest of the dormered roofline, the building is an important visual relief from the coloristic homogeneity of the rest of the block. With its restrained Queen Anne decorative elements (windows, sunburst ornament) and Second Empire "roof," it illustrates the eclectic nature of Victorian-era commercial architecture.

30. Kresge's

While the westernmost third of the Kresge building has been altered,³³ the center and eastern portions retain the essence of their original appearance. (William Waters was cited by several editions of Appleton's Post and Crescent in 1883 as the responsible architect of the now-altered western portion.) Generalized Queen Anne motifs ("lattice-work" brick, sculptural glazed elliptical window in the parapet) enhance the powerful lines of the building. The adjacent facade to the east, with its Queen Anne traceried sash above the second-story windows, is more clearly NeoClassical in its regularity and overt classical forms (columns, oculi, prominent cornice and entablature). The contrasting Kresge facade to the west and Peterson Block to the east point up the restraint of the 1900³⁴ Neo-Classical design compared to less formulaic nineteenth-century design.

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Commercial Significance

Enterprises central to the development of the city of Appleton were naturally located in what has historically been Appleton's prime business corridor. While rebuilding and alterations have weakened the pivotal association between some early uses and the present buildings, collectively the district retains its association with the variety and continuity of commercial activities which made the area the physical and economic nucleus of the community. The Farmer's Home Building (#1), First National Bank (#5), and Adkins's Stone Block (#26) in particular are worth citing for the particular contributions which they made to the commercial vitality and identity of the area.

The history of the original ownership of the Farmer's Home Building pre-dates the existing structure which was built to replace one destroyed by fire in 1879. Tied to the agricultural as well as commercial history of Appleton, the Farmer's Home, operated by John Nicklaus, was the overnight stopping place of farmers who came to Appleton from area farms to sell their produce to Appleton grocers. When ex-Outagamie County Sheriff John Brill became the proprietor in 1882, the clientele changed to traveling salesmen, and in 1883 the name of the hostelry was changed to the Commercial House. Today the building is used for retail purposes by St. Patrick's Gifts.

The 1857³⁷ Adkin's Stone Block (#26), the oldest building in the district, was part of original construction of the incorporated Village of Appleton. Its original owner, C. G. Adkins operated a general store in the building before rising to presidency of the Manufacturer's National Bank. The building's unbroken history of use has included service as a social and religious meeting hall in Appleton's early days.

Numbers 201-111 West College Avenue still speak of early uses even in remaining features; the classical overtones of The First National Bank/Otterlee's, illustrating the traditional link between finance and classicism; the truthful roar" of lions' heads from the old Appleton Post headquarters; the identifying horse head on Kamp's Harness Shop; and the slick design of Gibson's Auto Exchange inspired by the age of machines.

The variety of building owners and tenants reflected important facets of Appleton's developmental history. With their commercial success, many of the businessmen were naturally to be among Appleton's best-known citizens. The earliest of the 200 West buildings, the First National Bank, was constructed for banker and Appleton mayor A. L. Smith;³⁵ the building was said to occupy one of the prime business sites in the city. It was also, then, a good location for the real estate office of Welcome Hyde, a successful lumberman, land owner, and pioneer settler of Outagamie County.

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Appleton merchant Herman Bissing contracted with Lewis Bates to construct better quarters for his boot and shoe store in 1880. Working closely with Bissing and the Appleton Post, Lewis designed commercial spaces on the ground floor, and headquarters for the Post above. (H. E. Keller's Jewelry and the A. Mertes Drug Company originally occupied the west half of the street floor, with Bissing to the east.) The Post boasted that the printery-store had "the best arranged offices in the state, outside Milwaukee and Madison."

In 1864, prior to construction of the structures in the proposed district, Gerhard and Theodore Kamps bought property on College Avenue from Herman Bissing, merchant and real estate investor, for construction of a frame harness shop. By 1884 the operation had grown to more substantial proportions and the Kamps brothers announced plans to construct a larger two-story brick building. Several months prior to building completion, the partnership was dissolved, leaving Gerhard sole owner of the business and its proud new quarters. Throughout his twenty-five years as a merchant, Kamps was highly regarded for both his business acumen and citizenship.

Lawyer W. S. Warner and lumberman-manufacturer W. G. Whorton sponsored construction of the building at 127-129 East College Avenue. Both were directors of the First National Bank (#5). Warner cleared College Avenue and bought the first four lots ever sold in Appleton.³⁶ The Whorton family was prominent in lumbering, wood and paper manufacturing, and retained interest in the Warner & Whorton Block through the 1890s, using the eastern half as a gift shop.

Civic Development, Sculpture

Although demolition of the former city hall/library and encroachment by parking lots have diminished the symbolic and visual prominence that it once had, the Soldiers Square Civil War Monument still marks the turn-of-the-century heart of the city. The monument was the gift of Appleton industrialist A. W. Priest in memory of his brother who died in the Civil War. A selection committee composed of Priest and local veterans, educators, businessmen, and professionals selected the design of Gaetano Trentanove of Florence to be installed on land donated by Lawrence University founder Amos A. Lawrence, opposite the city hall on then Market Street. Trentanove, whose master works include Fr. Marquette, Daniel Webster, General Albert Pike (all in Washington, D.C.), and President William McKinley (Somerville, NJ), was a major portrait sculptor of the turn-of-the-century. With the exhibition of "The Last of the Spartans" at the World's Columbian Exposition in Chicago in 1893, Trentanove gained national recognition. Notariety in Wisconsin followed when "The Last of the Spartans, and Later "Raphael" and the equestrian "Thaddeus Kosciuszko" were exhibited in Milwaukee; the last was permanently installed in Milwaukee's Lincoln Park, which was then renamed for the Polish patriot. In 1907, Oshkosh unveiled a Soldier's Monument by Trentanove in

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its civic square. Clearly the compositional as well as temporal antecedent of the Appleton work, the Oshkosh bronze is also composed of three charging figures raised on a high pedestal. The 1911³⁸ Appleton work culminates in a figure brandishing a flag rather than a sword, commanding greater visual drama than the Oshkosh version. Also better resolved sculpturally, the Appleton monument functions fully in-the-round.

The fine work of a prominent sculptor, then, the Soldiers Square Monument is distinguished artistically. The commission of Trentanove, whose bold, formal style was perfectly in tune with the tenor and needs of the turn-of-the-century City Beautiful movement, reinforces the civic development significance of the creation of the Soldiers Square. Located several blocks to the north of College Avenue, the present city hall lacks the visual symbolism of the former "civic square" (composed of the 1899³⁹ Neoclassical city hall/library and the Monument). With no subsequent civic work to challenge its quality, the Soldiers Square Civil War Monument aptly commemorates the age of civic pride which required testimony to patriotism and the "grand idea;" it remains an overt token of local identity.

Boundary Justification/Description

The nominated district includes the greatest possible number of contiguous structures which retain original or historical period integrity in the central business district in Appleton. Alterations, which are largely confined to the ground level on buildings within the district, consume upper stories of buildings farther east and west on College Avenue and on intersecting streets. Because of its artistic distinction and civic significance, the contiguous Soldiers Square Civil War Monument is also included.

The nominated area is bounded on the south by a line running west to east behind odd-numbered buildings in the 200 West (but excluding 217 W. College), 100 West and 100 East blocks of College Avenue between Superior and Morrison Streets, but excluding buildings at 133 E. and 135 E. College Avenue; the Soldiers Square Civil War Monument, to the rear of the 100 East block. The northern boundary extends east along the center line of College Avenue from 215 W. College Avenue to 110 W. College Avenue, and likewise east from the east wall of 100-102 E. College Avenue to Morrison Street; between these segments, the boundary is removed to Midway Street to the rear of even-numbered buildings from 110-100 W. College Avenue, and the the rear (north) of the building at 106, 108, 110, 112, and 114 N. Oneida Street and including 110-102 E. College Avenue. Excepted properties (not contributing to the proposed district) within the specified boundaries are, 109 W. College Avenue and 107 W. College Avenue; these are excluded due to lack of architectural or historical interest.

Archaeological Potential

While the Fox River-Lake Winnebago area is known to contain a very high density of both prehistoric and historic archaeological sites, State Historical Society of Wisconsin files do not list any sites in the vicinity of the proposed College Avenue Historic District. Any sites that may once have existed in the area have probably been destroyed

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by construction. Outagamie County soil maps (issues 1978) show the area to be composed of Udorthents, "well drained, nearly level and gently sloping soils in filled and smoothed areas...." In some cases (but not necessarily in the College Avenue District) this fill includes "cinders, broken concrete, and industrial waste." Such contexts certainly argue against the preservation of any significant archaeological deposits.

Preservation Activities in Appleton in general have been limited and real accomplishments have been limited to restoration of a few historic houses. The Appleton-based Outagamie County Historical Society has produced exhibits and educational programs to initiate or increase preservation awareness in the community, but the community has been slow to respond. In the commercial sector, availability of matching municipal funds for facade restoration may result in future rejuvenation. Proposals to incorporate part of the historic central business district into an urban shopping mall, or to demolish several structures for redevelopment, have been shelved, but economic uncertainties and competing development in the area may pose a future threat to the district.

Inclusion of Exempted Properties

In the sense that the five stories added to the Zuelke Building in 1951 do not meet the National Register's fifty-year rule, the Zuelke Building (#13) is an exempted property. Since the additional stories were completed in the manner of the 1932 building, the building activity is compatible with the eligible portion, and therefore contributes to the significance of the structure. Aside from the 1951 exemption, the 1932 date of the original Zuelke Building constitutes the close date of the district's period of significance.

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Footnotes

- ¹The Appleton Post, March 9, 1871.
- ²The Appleton Post, September 27, 1966.
- ³Appleton City Directory, 1874, pp. 16-17.
- ⁴Thomas H. Ryan, History of Outagamie County, Chicago, 1911, pp. 229-30.
- ⁵Ibid., p. 358.
- ⁶Appleton Post-Crescent, April 30, 1932.
- ⁷Appleton Post-Crescent, March 21, 1929.
- ⁸Dated final bill to Alenor Gibson from C. R. Meyer & Sons, Inc.
- ⁹The Appleton Post, November 26, 1885
- ¹⁰The Appleton Post, October 16, 1884; January 15, 1885.
- ¹¹The Appleton Post, November 26, 1885
- ¹²The Appleton Crescent, April 24, 1880.
- ¹³Appleton Motor, August 9, 1866.
- ¹⁴Real Estate Assessment Rolls, 1911-1925; inscription on building.
- ¹⁵Inscription on building.
- ¹⁶Appleton Crescent, August 8, 1891.
- ¹⁷Appleton Post, October 15, 1891.
- ¹⁸Appleton Post-Crescent, April 30, 1932.
- ¹⁹Appleton Tax Assessment Rolls, 1950-64.
- ²⁰Appleton Post-Crescent, April 30, 1932.
- ²¹Inscription on monument.
- ²²Appleton Crescent, October 7, 1909.
- ²³Appleton Post, December 21, 1882.
- ²⁴Appleton Crescent, May 11, 1878.
- ²⁵Appleton Post, September 19, 1878.
- ²⁶Appleton Post, October 12, 1871.
- ²⁷Appleton Post, October 2, 1879.
- ²⁸Commemorative Biographical Record of the Fox River Valley Counties of Brown, Outagamie, and Winnebago, J. H. Beers & Co., Chicago, 1895, pp. 1172-73.
- ²⁹Appleton Tax Assessment Rolls.
- ³⁰Ibid.
- ³¹Appleton Crescent, May 17, 1873
- ³²Appleton Post, February 28, 1884.
- ³³Appleton tax assessment records suggest that improvements were accomplished in 1923.
- ³⁴Appleton Real Estate Tax Rolls, 2nd Ward, 1900-1901.
- ³⁵Elihu Spencer, Pioneers of Outagamie County Wisconsin, Post Publisheing Co., Appleton, Wisconsin, 1895.
- ³⁶Post-Crescent View Magazine, January 30, 1977.
- ³⁷Appleton Crescent, October 17, 1857.
- ³⁸Inscription.
- ³⁹Appleton Crescent, January 7, 1899.

QWR 110, 1081, 0018
E/11/11/101

**United States Department of the Interior
National Park Service**



**National Register of Historic Places
Inventory—Nomination Form**

College Avenue Historic District, Appleton, Outagamie Co., Wis.
Continuation sheet

Item number 10., 11.

Page 1

10. GEOGRAPHICAL DATA

UTM References (continued):

I: 16/387640/490/660

J: 16/387610/490/660





11. FOR PREPARED BY

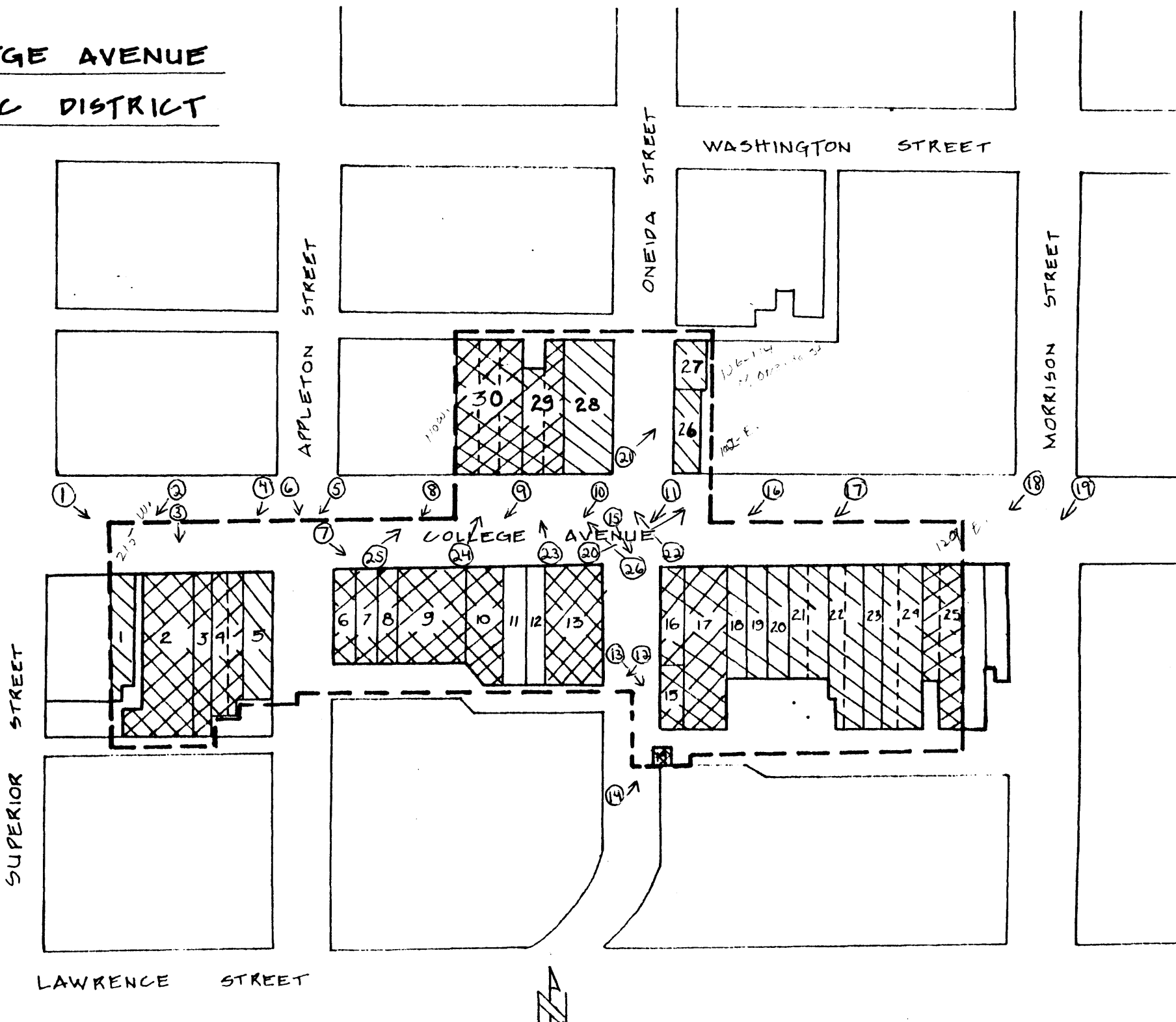
Research Assistance By:

Carolyn Kellogg/Executive Director
Rebecca Helland/Designer-Researcher
Dorothy L. Dreyer/Historian
Ann Biebel, Mary Grogan, Mary Mergy/Researchers

Outagamie County Historical Society
320 N. Durkee Street
Appleton, WI 54911
414/733-8445
1979-80

COLLEGE AVENUE HISTORIC DISTRICT

(h) photo references
 PIVOTAL
 CONTRIBUTING
 NON-CONTRIBUTING
 DISTRICT BOUNDARY





GREAT SURPLUS STORE

GILSON

SAINT PATRICK'S GIFTS & BOOKS

COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H. Fi-
lipowicz, August 1982. Neg. at WI Hist.
Society.

#1. (of 26.): General view from NW; bldg.
no. 1, 215 W. College Ave.,
in foreground.



SAINT PATRICKS
GIFTS & BOOKS

WELLS FARGO BANK

Valley Bank

COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie C., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI. Hist.
Society.

#2. (of 26): southwestern boundary of dis-
trict, with #1 (215 W. College Ave.)
at left. Photo from northeast.



SAINT PATRICK'S
GIFTS & BOOKS

Valley Bank

WELT BANK BUILDING

COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI. Hist.
Society.

#3. (of 26): map nos. 1. and 2. (215 and
211 W. College Ave.), from north.



OTTERLEE'S
SINCE 1838

ALIC
ST

BOST HILL

CLEO'S Cocktail Lounge

THE BROWN BEAM

GREAT
SURPLUS
STORE

ARMY-NAVY SURPLUS

GILSON

SAINT PETER'S &
GIFT & HOME

CLEO'S

COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI Hist.
Society.

#4. (of 26): map nos. 1-5 (right to left),
201-215 W. College Ave., from northeast.



COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI Hist.
Society.

#5 (of 26): map nos. 1-5 (right to left),
with Appleton St. boundary (behind
#5.) at far left. Photo from northeast.



ANN FABRICS

Dabbs

SCARLAN
JEWELERS
THE HOUSE OF RING

Perry Ernst
First FOR MENSWEAR

Amesbury St

COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI. Hist.
Society.

#6 (of 26.); map nos. 6-9 (right to left),
125-115 W. College Ave., with Appleton
St. boundary (behind #6.) at far right.
Photo from northwest.



ANN FABRICS

ANN FABRICS

Babb's

SCARLAN
JEWELERS
THE HOUSE OF RING

Perry Ernst
First FOR MENSWEAR

Beverly St

COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI Hist.
Society.

#7 (of 26): map nos. 6-13 (right to left),
125-103 W. College Ave. Photo from
northeast.



RICKS

Gloria Kay
DRESS FORMS

Babb's
MENSWEAR

SCANLAN
JEWELERS
THE HOUSE OF RINGS

Perry Ernst
first FOR MENSWEAR

OTTERLE

COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI Hist.
Society.

#8 (of 26): map nos. 6-8 (right to left),
125-121 W. College Ave. Photo from
northeast.

BRETTSCHNEIDER'S

JO ANN FABRICS

Chickadee
of Haverhill

JOE'S
SHIRT

Party Time
of Haverhill



COLLEGE AVENUE HISTORIC DISTRICT, Appleton,
Outagamie Co., WI. Photo by Diane H.
Filipowicz, August 1982. Neg. at WI Hist.
Society.

#9 (of 26): map nos. 6-10 (right to left),
125-111 W. College Ave. Photo from
northeast.



hneider's
quality
since 1887

PANTS

BRETSCHNEIDER'S

JO ANN FABRICS

STANLEY

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#10 (of 26): map nos. 6-13 (right to
left), 125-103 W. College Ave.,
with non-contributing nos. 11 and
12 second and third from left. Photo
from northeast.



Brettschield
Since 1857

RMS

Stamps

Stamps

Stamps

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#11 (of 26): map no. 13, 103 W. College
Ave., from northeast.



COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#12 (of 26): Oneida St. boundary, to
rear of no. 13. Photo from east.



COLLEGE AVENUE HISTORIC DISTRICT, Appleton, Outagamie Co., WI. Photo by Diane H. Filipowicz, August 1982. Neg. at WI Hist. Society.

#13 (of 26): map nos. 14 and 15 (right to left), Soldiers Sq. Monument and Stevens's Palace Block (Oneida St. elevation). Photo from northwest.



DRIVE
IN
ENTRANCE

FRANK C.

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#14 (of 26): map nos. 14, 15, 16, 26, 27,
east side Oneida St., looking north-
east.



COLLEGE AVENUE HISTORIC DISTRICT, Appleton Outagamie Co., WI. Photo by Diane H. Filipowicz, August 1982. Neg. at WI Hist. Society.

#15 (of 26): map nos. 15, 16, 17 (right to left), 101-105 E. College Ave., and boundary to side of #14. Photo from northwest.



FOOTWORKS

OPEN

DESIGN CENTER

THE TELEPHONE WORKS
INC.

SEIB BELINKE Jewels

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#16 (of 26): map nos. 16, 17, 18 (right
to left), 101-107 E. College Ave.
facing south.



Fashion
EMPORIUM

GRAND
center

portraits

femine Apparel Arts ...the store of youth & fashion

FOOTWORKS

OPEN

GOING
OUT OF
BUSINESS

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#17 (of 26): map nos. 18-21 (right to
left), 107-113 E. College Ave.
From north.



COLLEGE AVENUE HISTORIC DISTRICT, Appleton, Outagamie Co., WI. Photo by Diane H. Filipowicz, August 1982. Neg. at WI Hist. Society.

#18 (of 26): map nos. 25-17 (left to right), with southeast boundary at left. Facing southwest.



COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#19 (of 26): southeast boundary, corner
E. College Ave. and Morrison,
facing southwest.



COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#20 (of 26): map no. 26 (at left), 100-
102 E. College Ave., and northeast
boundary at right. Facing northeast.



MARK CARTER JR.
ATTORNEY AT LAW

APPLINGTON TELCO
CREDIT UNION

ARCADIE

BURGER KING

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#21 (of 26): map no. 27, 106-114 E.
College Ave., and Morrison St.
boundary to left. Facing northeast.



Campbell's

THE NEEDLE PAINTER

Campbell
FINE

P
A
R
K

BU

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outāgamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#22 (of 26): map nos. 28 and 29 (right
to left), 100-108 W. College Ave.,
and Morrioso St. boundary behind
no. 28. Facing northwest.



W. R. Payne

BAKERS
Hallmark
GARDEN GIFTS
Fancy Fabrics
REMNANT CLOTHING

Campbell's

THE NEEDLE PAINTER

ONE WAY
→

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#23 (of 26): map nos. 28-30 (right to
left), 100-110 W. College Ave.
Facing north.



COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#24 (of 26): map nos. 28-30 (right to
left), 100-110 W. College Ave.
Facing north.



COLLEGE AVENUE HISTORIC DISTRICT, Appleton, Outagamie Co., WI. Photo by Diane H. Filipowicz, August 1982. Neg. at WI Hist. Society.

#25 (of 26): map nos. 26, 28-30 (right to left), and northwest boundary at left. From southwest.



Al Payler



BANKERS
Hallmark
GARD GIFT
ANYTHING GARDERS

ON WAY

COLLEGE AVENUE HISTORIC DISTRICT, Apple-
ton, Outagamie Co., WI. Photo by Diane
H. Filipowicz, August 1982. Neg. at WI
Hist. Society.

#26 (of 26): map nos. 29 and 30 (at right),
with northwest boundary to left.
Facing northwest.