

Survey and Evaluation Update

Iowa City Central Business District



Prepared for
City of Iowa City
Iowa City Historic Preservation Commission

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Table of Contents

1.0	Introduction	01-02
	Figure 01. Map of Project Survey Area Showing 2001 & 2018 Boundaries	02
2.0	Methodology	03-05
	Table 01. National Register Listed Resources in the 2018 Survey Area	03-04
	Table 02. National Register Listed Resources in Adjacency	04
2.1	Community Engagement	04-05
3.0	Development Overview	05-12
4.0	Summary of Findings and Recommendations	12-43
4.1	Standards of Evaluation	14
4.1.a	Individually Eligible	16
4.1.b	Contributing	17
4.1.c	Non-Contributing	20
4.2	Statement of Findings	21-42
	Table 03. Resource Evaluation Findings	22-35
	Figure 02. Resource Map	36
4.2.a	Individually Eligible	37
	Table 04. Individually Eligible Resources	37-38
4.2.b	Historic District Eligibility	38-39
	Figure 03. Map of Proposed Historic District Boundaries -1	40
	Figure 04. Map of Proposed Historic District Boundaries - 2	41
4.2.c.	Historic Preservation Overlay Zones	42
4.3	Recommendations	42-43
5.0	Historic Preservation Incentives	44
5.1	Historic Tax Credit Programs	44
5.1.a	Iowa Historic Tax Credit Program	50
5.1.b	Federal Historic Tax Incentive Program	50
5.1.c	Iowa Historic Property Temporary Tax Exemption Program	51
5.2	City of Iowa City Programs	51
5.2 a	Tax Increment Financing	51-52
5.3	Iowa Downtown Resource Center Programs	52
5.1.a	Main Street Iowa	52
5.1.b	Model Communities	52
5.1.c	Workforce Housing Tax Credits	52

List of Tables

Table 01. National Register Listed Resources in 2018 Survey Area	03
Table 02. National Register Listed Resources Adjacent to 2018 Survey Area	04
Table 03. Resource Evaluation Findings	22
Table 04. Individually Eligible Resources	37

List of Figures

Figure 01. Map of Project Survey Area – 2018	36
Figure 02. Map of Proposed Historic District Boundaries	40
Figure 03. Map of Proposed Historic District Boundaries Without Urban Renewal	41

List of Images

Image 01. Franklin Printing – 115 S. Dubuque Street – 1856	06
Image 02. View of west side of S. Dubuque with 1870s era buildings	07
Image 03. The Airliner – 22 S. Dubuque Street – ca.1877/1950	08
Image 04. Englert Theatre – 221 E. Washington Street – 1913	09
Image 05. Kresge’s – 119-123 E. Washington Street – 1930	10
Image 06. Eldon Miller Building (Gabe’s) – 330 E. Washington Street – 1955	11
Image 07. Carnegie Public Library – 309 E. College Street – 1903	15
Image 08. Coast & Sons – 10-14 S. Clinton Street – 1895	18
Image 09. Things & Things & Things – 130 S. Clinton Street – 1970	19
Image 10. Commercial Building – 112 E. College Street – ca.1915	20
Image 11. Historic Image – E. College Street – ca.1915	21
Image 12. Before: Letts-Fletcher Company Warehouse, Marshalltown - 2011	45
Image 13. After: Letts-Fletcher Company Warehouse, Marshalltown - 2011	45
Image 14. Before: Barton-Ford Motor Company Building, Cedar Rapids – 2014	47
Image 15. After: Barton-Ford Motor Company Building, Cedar Rapids – 2016	47
Image 16. Before: Barton-Ford Motor Company Building – Interior – 2014	48
Image 17. After: Barton-Ford Motor Company Building – Interior – 2016	48
Image 18. After: Iowa State Bank & Trust – 102 S. Clinton – 2018	49

Appendices

Appendix A.	2018 Survey Resource Table and Maps
Appendix B.	Updated Multiple Property Documentation Form “Architectural and Historical Resources of the Central Business District, 1856-1984”
Appendix C.	Project Presentations
Appendix D.	Iowa Historic Tax Credit Program
Appendix E.	Federal Historic Tax Credit Program
Appendix F.	Secretary of the Interior’s Standards for the Treatment of Historic Properties
Appendix G.	Jan Olive Nash, “Iowa’s Main Street Commercial Architecture,” MPD, 2002.

Appendix B

1. Multiple Property Document (MPD) Update - 2018

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

National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting property groups relating to one or several historic contexts. See instructions in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Complete each item by entering the requested information.

_____ New Submission _____ x _____ Amended Submission

A. Name of Multiple Property Listing

Historic Resources of Iowa City, Iowa

B. Associated Historic Contexts

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

- I. Architectural and Historical Resources of Iowa City Central Business District, 1855-1968
- II. Architectural and Historical Resources of Iowa City Central Business District, 1964-1984

C. Form Prepared by:

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation.

Signature of certifying official

Title

Date

State or Federal Agency or Tribal government

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper

Date of Action

**United States Department of the Interior
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Historic Resources of Iowa City, Iowa
Name of Multiple Property Listing

IA
State

Table of Contents for Written Narrative

Create a Table of Contents and list the page numbers for each of these sections in the space below.

Provide narrative explanations for each of these sections on continuation sheets. In the header of each section, cite the letter, page number, and name of the multiple property listing. Refer to *How to Complete the Multiple Property Documentation Form* for additional guidance.

	Page Numbers
E. Statement of Historic Contexts	01-76
(If more than one historic context is documented, present them in sequential order.)	
Introduction	01-03
Description and Overview of Development of CBD Survey Area	04-06
Territorial and Early State Era (1839-1857)	06-08
The Railroad Era (1856-1898)	08-32
Town and Gown Era (1899-1940)	33-58
Post-World War II Era (1941-1960)	58-62
Urban Renewal and Redevelopment Era (1960-2017)	62-76
Summary	76-77
F. Associated Property Types	78-84
(Provide description, significance, and registration requirements.)	
I. Property Type I: Architectural and Historical Resources of the CBD (1856-1968)	78-81
II. Property Type II: Architectural and Historic Resources of the CBD (1964-1984)	81-84
G. Geographical Data	86-90
Figure 03. Survey Area Boundary Map – 2018	86
Table 01. Table of Resources – 2018	87-90
H. Summary of Identification and Evaluation Methods	91-92
(Discuss the methods used in developing the multiple property listing.)	
I. Major Bibliographical References	93-96
(List major written works and primary location of additional documentation: State Historic Preservation Office, other State agency, Federal agency, local government, university, or other, specifying repository.)	

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 250 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, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 1

E. Statement of Historic Contexts*Introduction*

Iowa City has been proactive in the work of identifying, documenting, and evaluating the city's historic resources, with numerous projects undertaken beginning in the 1990s. In 1993, an intensive level survey and evaluation of the city at large was undertaken. The resulting Multiple Property Listing (MPL) "Historic Resources of Iowa City, Iowa" prepared by Marlys Svendsen of Svendsen-Tyler, LLC, created the evaluative framework for subsequent National Register nominations by outlining historic contexts, discussing the impact of those contexts on the built environment, and identifying resources (buildings, districts, objects, and landscape features) that reflect the historic contexts. The National Park Service approved the MPL in 1994 and it has since been the foundation for evaluating the city's historic resources for National Register eligibility.

Since 1994 multiple amendments to the 1994 MPL have been developed to cover the previously developed historic contexts or based on intensive-level surveys of specific neighborhoods in Iowa City.

- "Brown Street Historic District" was listed in 1994 under the historic context "Iowa City Neighborhoods: Town and Country (1840 -1940)" that was developed in the MPL.
- "Architectural and Historic Resources of the Dubuque/Linn Street Corridor, 1839-c.1940." 1996.
- "Historic and Architectural Resources in College Hill, Iowa City, Iowa, 1839-1944." 1997. This MPD included two historic districts, the "College Green Historic District" and the "East College Street Historic District." 1997.
- "Historic Folk Housing of Iowa City, Iowa, 1839-c.1910." 1997.
- "Architectural and Historic Resources of the Longfellow Neighborhood Area, Iowa City, Iowa, c.1860-c.1946." 1998.
- "Architectural and Historic Resources of Original Town Plat Neighborhood (Phase II). 1845-1945." 2000.
- "Architectural and Historic Resources of the Goosetown Neighborhood (Phase III), 1855-1945." 2000.

In 2000-01 the work to identify and evaluate the city's historic resources continued; that project, also completed by Marlys Svendsen, focused on the blocks of the Central Business District (CBD) located opposite the Capitol Square of the Original Town Plat of Iowa City recorded in 1839 (Figure 01). The project surveyed and evaluated approximately 135 principal buildings located on 15-1/2 blocks. The 2000-01 project resulted in an amendment to the 1994 MPL. However, that amendment, "Architectural and Historical Resources of the Iowa City Central Business District, 1855-1945," was not submitted for official review. Further, no National Register nomination associated with the MPL was completed. As a result, no action to register the amendment or resources identified in the amendment occurred.

The present amendment updates the 2001 document. While much of the content remains intact and as written by Svendsen, the document has been revised to reflect the 2017-18 reduced survey area and the conditions, as they exist today. To that end, amendment updates resource images and resource counts, updates maps as appropriate, provides additional historic images to enhance understanding through visual context, and expands the historic contexts specific to Svendsen's "Urban Renewal and Redevelopment Era, 1960-2000." It is important to note that the organization and content of the narrative specific to all context development except this addition remains largely as written by Svendsen.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City
Name of Multiple Property Listing

Iowa
State

Section number E Page 2

Figure 01. Iowa City Original Town Plat - 1839



(Source: "Map of Iowa City drawn by Leander Judson," reprinted in *The Palimpsest*, (February, 1967) vol. 28, no. 2, p. 60.)

In this excerpt from the 1839 map of the Iowa City Original Town Plat, the 2000-01 survey area and the present, reduced survey area are indicated.

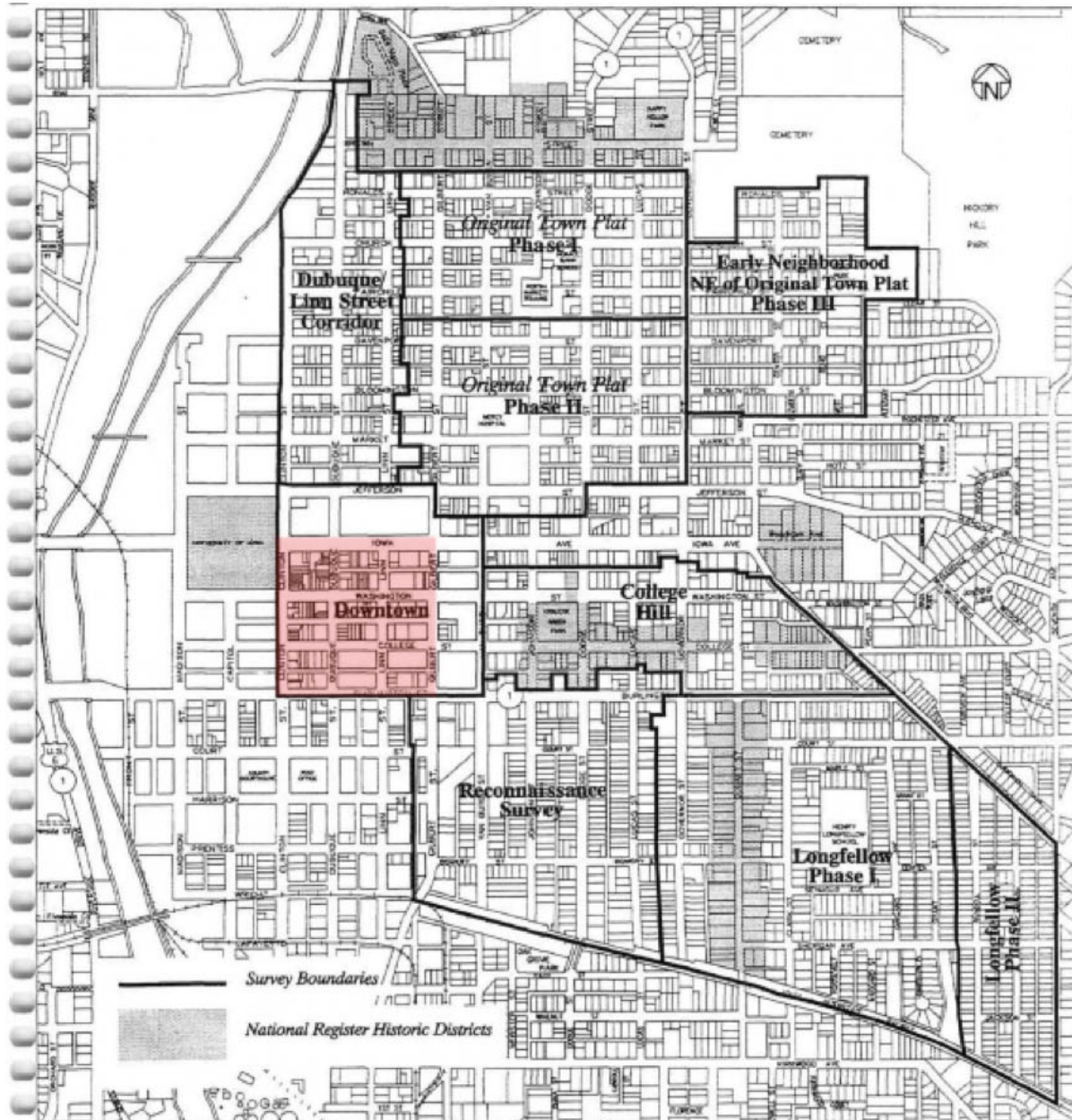
United States Department of the Interior
National Park Service

Historic Resources of Iowa City
 Name of Multiple Property Listing

Iowa
 State

Section number E Page 3

Figure 02. Iowa City Survey Projects and National Register Historic Districts



(Source: Svendsen, 2001.)

The boundaries of survey projects and historic districts in the city are noted with the reduced survey area of the present amendment highlighted.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 4

Description and Overview of Development of Central Business District Survey Area

The Central Business District (CBD) Survey Area is located in the south central section of the Original Town Plat laid out in 1839 for Iowa City. The Original Town Plat included 100 blocks with eight lots per block, 31 out lot blocks, two public squares, three market squares, two public parks and reserves for churches and a school. A promenade bordered the east bank of the Iowa River. Following the siting of "Capitol Square," which included the equivalent of four city blocks, on a rise overlooking the river, lots measuring 80- x 140-feet were laid out facing the square. A grid system of streets of varying widths and aligned with the compass points stretched in four directions from the square. Alleys measuring 20-feet ran in an east-west direction except in the blocks closest to the riverfront promenade between Madison and Front streets (now absorbed into the University of Iowa campus) and in the two blocks extending along the east side of Capitol Square.

When surveyed in 2001, the Central Business District Survey Area was bounded by Jefferson Street on the north, Burlington Street on the south, Clinton Street on the west and Van Buren Street on the east. Loss of historic fabric in the 2001 survey reduced the present CBD Survey Area to one bounded by Iowa Avenue on the north, Burlington Street on the south, Clinton Street on the west, and Gilbert Street on the east. The CBD is located directly east of the Pentacrest Historic District, which is listed in the National Register of Historic Places (NRHP) and Old Capitol National Historic Landmark (NHL). Previously surveyed sections of the Original Town Plat (Dubuque-Linn Street Corridor, Phase I, Phase II and Phase III) lay to the north and east of the Downtown.

The physical layout of the CBD is relatively flat with a slight downward slope from west to east towards Gilbert Street. There are no other topographic features of consequence in the survey area.

As noted, from the time of its platting the CBD contained blocks with lots facing onto east/west streets and alleys bisecting the blocks. The exceptions were Block 79 and Block 80 immediately east of Capitol Square where lots faced Clinton Street and no alley was provided. Iowa Avenue was planned as a wide boulevard leading from the Iowa Territorial Capitol located in Capitol Square to Governor's Square on the west edge of the Original Town Plat. Its 120-foot width made Iowa Avenue the widest and most important thoroughfare in the city from a practical sense, while its anticipated role in connecting the capitol to the official governor's residence made it the symbolic center of the city.

The widths of other streets in the CBD ranged from 80-feet for most of the north-south streets (Dubuque, Linn, and Gilbert) to 100-feet for the east-west streets (Washington, College, and Burlington). Because it faced onto Capitol Square, Clinton Street had a more generous width of 100-feet.

A square-block municipal park that is now a part of the University of Iowa's downtown campus was originally sited north of Iowa Avenue between Dubuque and Linn Streets. Reserves were also set aside for churches and a school facing the park along Iowa Avenue (Block 66), Jefferson Street (Block 67) and Dubuque Street (Block 60). Three market squares were situated along a north-south diagonal line extending from the intersection of Burlington and Gilbert streets to the intersection of Johnson and Fairchild streets. Two market squares were located in and near the CBD including South Market located between Burlington, College, Gilbert and Van Buren streets within the CBD Survey Area. Centre Market was located just outside of the 2001 survey area between Jefferson, Market, Van Buren and Johnson streets.

The church reserves were eventually granted to four denominations and still serve three churches some 175 years later. The balance of the church reserves were sold by the churches and converted to commercial uses. The school reserve was used for an education building that had a varied career as a part of the public school system and host to two local hospitals. The site was subsequently transferred back to the state for use in conjunction with the university.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 5

By the year 2000, the CBD Survey Area had evolved to contain a series of intensely developed commercial blocks generally consisting of two and three-story buildings with scattered multi-story banks, office buildings, apartment buildings, parking ramps and a hotel. A multi-block pedestrian mall extended along College Street from Clinton to Linn streets and from College to Washington streets. Three blocks of the University of Iowa's downtown campus stretched along the north edge of the survey area with the former Capitol Square, now known as the Pentacrest, laying to the west of the CBD. An assortment of moderate to large-scale public and private civic buildings was located along the east edge with the south edge marked by a major arterial street and a series of public parking ramps. The Old Capitol Center, a two-story shopping mall, was located south of the Pentacrest along the west edge of the CBD.

In the years subsequent to the 2001 survey, the CBD has undergone a significant transformation. Some 14 buildings have been lost during that period; 11 of the 14 dating to more than 50 years of age with two constructed as part of the City's urban renewal program (114-116 S. Dubuque and the 1981 Iowa City Public Library building at 123 S. Linn Street). Demolitions have occurred in the wake of loss to fire (e.g. Peoples Steam Laundry at 225 Iowa Avenue and Van Patten House at 9 S. Linn Street) and to facilitate construction of new buildings (e.g. Vogel House at 229 E. Iowa Avenue and J.C. Penney building at 130 S. Dubuque Street). Loss of buildings along the outer edges of the CBD, particularly along E. Burlington Street on the south, have tilted the historic to non-historic ratio; today, only one building dating to more than 50-years of age (Montgomery Ward & Co. Farm Store at 120 S. Burlington) remains on S. Burlington Street between S. Clinton and S. Gilbert streets. The parking ramp between S. Dubuque and S. Linn streets is associated with the urban renewal period, its mass and materials accounting for much of the streetscape's visual character. The remaining blocks on the Burlington Street corridor are visually defined by contemporary, freestanding, relatively large-scale buildings that combine retail space on the ground floor with apartment living on the floors above. This changed character is mirrored on the south side of Burlington Street where construction of new retail-apartment and commercial buildings (e.g. Marriott Hotel and MidWest One Bank office building) has exploded.

Image 01. George and Harriet Van Patten House – 9 S. Linn Street

(Image by Svendsen-Tyler, 2001.)

View of the ca.1874 Van Patten House prior to the 2011 fire that resulted in its demolition.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 6

Most recently, the incursion of tower-type buildings (eight or more stories) have been constructed in the CBD. The 14-story Plaza Towers/Hotel Vetro was built in 2004. The building site was cleared as part of the City's 1970s and 1980s urban renewal program and remained a parking lot until construction of the 2004 building. The building's height and materials are reflective of a changing aesthetic in the CBD; as such it has been the source of ongoing controversy in the years since the proposal of its construction was made public. The 14-story Park @ 201 building (201 E. Washington Street) was completed in 2005 on the former site of the 1970s Dain, Kalman & Quail Building. The location of the steel frame, glass sheathed tower on the pedestrian mall, in the heart of the CBD, has likewise drawn particular debate. As did the 2001 construction of the Vogel House at 229 Iowa Avenue, which required demolition of an 1898 building of the same name.

These examples illustrate the prevailing pressures to build up for the purpose of increasing density and the resulting collision with retention of historic character and fabric. On the one hand stands a desire for the preservation of historic buildings and the character they create in a community, while on the other, a movement to build tall buildings with a contemporary appearance. That collision is seeded in both philosophical and financial positions – the cultural value associated with retaining community history through architecture versus the realities of the economics of land values, rental rates, and the changing face of retail business. Creating economic vitality while preserving the historic character of a community is a challenge being confronted in towns and cities across the country. It is a challenge that is playing out in Iowa City with considerable conflict and high stakes for this historic downtown.

Development Patterns

Between 1839 when Iowa City was platted and 1984, the CBD Survey Area underwent several phases of commercial and institutional development. The physical development patterns and historic settlement trends associated with a substantial portion of the city sprang from the original decisions made in the platting of the town and changed in response to subsequent historic events.

Territorial and Early Statehood Era (1839-1857)

The first period of development for the CBD Survey Area falls within the Territorial and Early Statehood (1839 -1857) historic context developed in the original MPDF for "Historic Resources of Iowa City, Iowa." This period saw a mixture of small-scale commercial buildings constructed on the east and south sides of Capitol Square as well as a handful of small dwellings. These early buildings were utilitarian in design serving the basic needs of the new settlers. The buildings were generally not long lived. Two examples make the point. The Lean-back Hall (non-extant) was built in 1839 at the northeast corner of Washington and Linn streets. The building was hastily constructed of hewn logs and rough board siding. It housed a tavern room, kitchen, dining hall and a lodging room - multi-purpose functions that were necessary in 1839. Its hasty construction may have contributed to its descriptive name and short life.

Like the Lean-back Hall, Butler's Capitol (non-extant) was built to serve a need of the new territorial capital. Located along the north side of Washington Street just east of Clinton Street, this 60- x 30-foot two-story frame building was built by Walter Butler to serve as a temporary meeting place for the territorial legislature in 1841. Butler's decision to erect temporary quarters for the legislature had the advantage of drawing guests to his new hotel located a few feet away opposite Capitol Square on Clinton Street. A year later, the new stone capitol was sufficiently complete to hold the fifth

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 7

assembly of the territorial legislature, leaving Butler's Capitol to serve varied uses. Among the more notorious was its reported use as a house of ill-repute after it was moved a block to the southeast and became the City Hotel.¹

The CBD's earliest buildings continued to be constructed of indigenous materials until after arrival of the railroad in late 1855. These included local timber processed in water powered and later steam powered mills, limestone quarried from numerous locations along the Iowa River, and brick manufactured at several area brick yards using local clay deposits.

Skilled building craftsmen were among the most valuable citizens in any frontier economy. Thus, construction of the territorial capitol proved a boon to construction generally because it attracted such skilled labor. The continued presence of stone masons and cutters after completion of the capitol (a total of 85 masons and cutters in 1856) encouraged a continuation of stone construction for commercial building foundations as well as private dwellings. A commensurate number of skilled brickmakers and bricklayers (a total of 80 in 1856) encouraged the early replacement of fire-prone frame buildings with two and three-story brick commercial buildings in the densely developing blocks south of Iowa Avenue along Clinton, Dubuque and Washington streets.

Craftsmen were essential in constructing churches during the 1840s and 1850s on the church reserves located along Iowa Avenue and Jefferson Street, as well as further north along Clinton Street. The Mechanics' Mutual Aid Association of Iowa City organized and applied to the territorial legislature to use the school reserve to build a school and library in 1841. They completed a two-story brick building along the east side of Linn Street north of Iowa Avenue a year later. In each of these instances, the presence of competent stone masons, bricklayers, plasterers, carpenters, glaziers, steeple jacks, cabinetmakers and laborers was essential.

In general, the buildings constructed in the CBD during the 1840s and 1850s followed the styles, materials and construction practices of national trends with several local variations. Most buildings were vernacular in nature with little thought of architectural ornamentation. The exceptions were buildings that used the Greek Revival Style or its most common features. This may have been encouraged by the recent completion of the territorial capitol replete with its dome, portico and Classical proportions. However, since the Greek Revival Style was popular in other eastern Iowa communities throughout the period, the impact of Old Capitol's design on building design in the CBD can easily be overstated.

Greek Revival styled commercial blocks with two or three stories (often no wider than 20- to 25-feet) gradually filled the block faces. Their storefronts usually consisted of dual entrances (one for the shop space and the other for upper story offices or residential flats) and a simple arrangement of multi-light display windows and rectilinear entrance sidelights or transoms. Upper floors usually had three or four windows with double-hung sash of 6/6 or 9/6 configurations set between either stone lintels and sills or cast iron pediment arches and sills. Brick corbeling and simple cornice moldings completed the upper edges. Roofs were frequently side gable forms with parapets extending above the roofline of the front facade.

Near the end of the Territorial and Early Statehood Era (1839 - 1857), more substantial commercial blocks were appearing with slightly more ornamentation. Stylistically, buildings fell into the Victorian or the Italianate styles. Their upper level windows were frequently embellished with decorative cast iron or pressed-metal hoods. Brick corbeling treatments continued to be used and pressed metal cornice designs with brackets and bands of dentils were introduced. A pair of commercial buildings at 111 and 115 S. Dubuque – the oldest to survive in the CBD - were constructed in 1856 or soon thereafter and are examples of Renaissance Style. The better preserved of these two buildings, the Franklin Printing House (NRHP) at 115 S. Dubuque Street, was built as quarters for the *Iowa Capital Reporter* newspaper in 1856. This newspaper was distinguished by the fact it won a competition to be the official printer of the Iowa General Assembly. As the Territorial and Early Statehood Era (1839-1857) drew to a close with the move of the state capital to Des Moines, the

¹ Information provided by Robert G. Hibbs, local historian, April 2001.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 8

Reporter fell out of favor. When the state's political climate turned in the 1860s, the *Iowa Capital Reporter* was sold and the name changed to the *Iowa City Republican*.

After the *Republican* moved to larger quarters in the 1870s, this building housed a restaurant and saloon operated by F.B. Volkringer known as "Frenchy's Saloon" until the turn of the 20th century. It held a clothing store and drug store after 1900 with the upper floors taken over by the Hawkeye Brush Works. Then in 1911 this property was purchased from the Volkringer heirs by John V. Koza who operated a meat market from the first floor and resided above with his wife, Lucy. Koza's Meat Market remained here for many years.

Image 02. Franklin Printing House (NRHP) - 115 S. Dubuque Street

(Image by AKAY Consulting, August 2017.)

The Railroad Era (1856-1898)

The late 1850s brought three important historical developments to Iowa City that would permanently shape its future - the arrival of the railroad in 1855, the departure of the state capital in 1857, and the opening of the University of Iowa on a permanent basis in 1857. In turn, each of these developments had a profound impact on the downtown. The Railroad Era (1856 - 1898) was introduced with the laying of track in 1855 from the Mississippi River to Iowa City for the Mississippi and Missouri Railroad (M&M RR), forerunner of the Chicago, Rock Island and Pacific Railroad. The much-heralded arrival of the railroad strengthened Iowa City's ties to eastern cities and increased the flow of settlers moving to and

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 9

through the community. The fact that it remained at the end of the completed track for nearly a decade gave Iowa City a major advantage. The population, which had grown steadily during the decade of the 1840s to 1,250 people in the 1850 census, grew dramatically during the next decade. It doubled by 1854 to 2,570, spiking to 6,316 two years later in 1856 before leveling off at 5,214 in the 1860 census.

Other important developments of the 1850s transpired nearly simultaneously. With the state capital scheduled to relocate to Des Moines in 1857, the General Assembly granted Iowa City the favor of permanently locating the University of Iowa here. Considered a consolation prize of indeterminate value by many local citizens, the university opened in 1855 in rented quarters in the former Mechanics' Academy (non-extant) located on the school reserve east of the city park located along Iowa Avenue. It closed shortly after opening and then reopened in the vacated state capitol in 1857.

During subsequent decades, an assortment of buildings to house university activities was added on the former Capitol Square and to the blocks immediately east just outside the north edge of the 2017 survey area. The former Mechanics' Academy was leased to house the University of Iowa Normal School beginning in 1860. South Hall (south of Old Capitol, non-extant) was completed in 1863 as a dormitory, but within three years was converted to classroom, academic offices and faculty residences. The former Mechanics' Academy was purchased by the university and converted to a men's dormitory in 1866 to replace the lost space in South Hall. Within a few years, North Hall was completed immediately north of the former capitol and the grounds of Capitol Square were fenced to keep out hogs and other livestock that roamed freely at the time. Other dwellings constructed to the east and west of the city park were leased for dormitory and classroom use. In ca. 1871 the men's dormitory in Mechanics' Academy was converted to a 20-bed hospital managed by the UI Medical Department with nursing care provided by the Sisters of Mercy. In 1885 the Sisters of Mercy established a separate hospital but the Academy continued to serve as classrooms for the Medical Department.

Like Capitol Square, two other public open spaces on the Original Town Plat - city park and South Market square - became the sites for buildings not originally intended for them. City park was not a formally landscaped space. It was mostly a collection of native grasses, rarely cut or maintained in its early years. It was the site of a number of public celebrations and it likely functioned as an informal gathering spot for visitors to the downtown and students. Public scales were maintained at the southwest corner of the park at the intersection of Iowa Avenue and Dubuque Street giving rise to the regular practice for many years of weighing and selling hay at this intersection.

In 1890 the city council authorized transfer of the city park block to the State of Iowa for use in conjunction with the university. It was thought at the time that such a move would discourage talk in the Iowa General Assembly of moving the university to Des Moines - an ever present concern. Whether the transfer of the park was actually the cause that achieved the desired effect or not, the university was not relocated.

The transfer of park property was not favored by all Iowa Citizens. After the university made plans to build a new Chemistry and Pharmacy Building on the site but before its construction, women parishioners at St. Mary's Catholic Church located north of the park protested the building's construction because of the planned felling of trees. Iowa City historian Irving Weber has described the event as Iowa City's first protest. After a delay, the bishop of the Dubuque Diocese interceded and the women withdrew so that the work could proceed.

During the decade following the property transfer, two university buildings were constructed in the former park block during the decade of the 1890s. The Chemistry-Pharmacy Building (non-extant) was built at the northeast corner of Dubuque Street and Iowa Avenue in 1890 and the Homeopathic Hospital (non-extant) was constructed at the southeast corner of Jefferson and Dubuque streets in 1894. The first section of the University Hospital, which was connected with the university's Medical School, was erected in the Linn Street right-of-way east of the former park block in 1897. Just west of the former park at the northwest corner of Dubuque Street and Iowa Avenue, Close Hall (non-extant) was built in

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

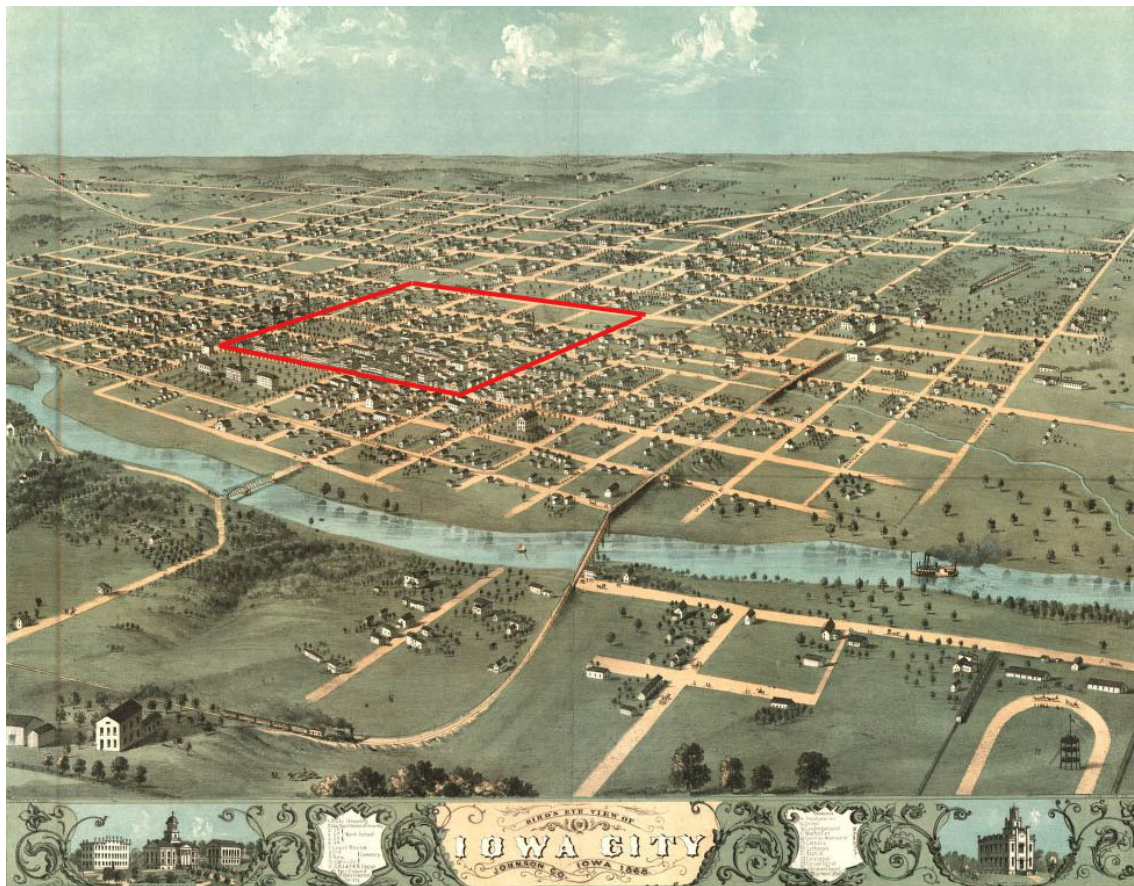
State

Section number E Page 10

1890-91 to house the YMCA and YWCA. The building originally held lounges, meeting rooms and a gymnasium used by UI students. In 1927 the YMCA and YWCA were moved to the newly completed Iowa Memorial Union. In 1924 Close Hall became headquarters of the UI newspaper, the *Daily Iowan*.

Like the city park block, the South Market square saw usage change through time. Located several blocks east and south of the downtown's more important commercial blocks, the South Market was also impacted by proximity to Ralston Creek. Though this location made the area prone to periodic flooding, it also made it more suitable for the routing of a railroad line. This factor was recognized by the late 1870s and the eastern half of South Market square was leased to the Burlington, Cedar Rapids & Northern Railroad for a north-south railroad route through Iowa City. Within a few years both a passenger station and freight house were constructed here. Farther south, a collection of small and moderate-scale factories, a mill and a brewery located along S. Gilbert Street and the blocks fronting on the trackage constituted Iowa City's primary 19th century manufacturing district. The use of South Market for railroad purposes continued for the next 75 years.

Figure 03. Bird's Eye View Map of Iowa City – 1868



(Source: Ruger, A. "Bird's Eye View of Iowa city, Johnson County, Iowa." Chicago: Chicago Lithographing Co., 1868.)

In this 1868 birds eye view of Iowa City we gain an understanding of the physical relationship between the early central business district (outline added) and the larger community.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 11

During the Railroad Era (1857-1898) the balance of the CBD Survey Area became more densely developed as local population continued to grow. During the 1860s, Iowa City's population adjusted in response to the inflow and exodus of war bound troops training at Camp Pope. It rose from 5,214 in 1860 to 6,418 in 1867 and 6,583 in 1869 before declining to 5,914 in 1870. Five years later in 1875 the city's population showed a modest increase to 6,371. The population continued to rise slowly during the last decades of the 19th century from 7,123 in 1880 to 7,987 in 1900.

One of the earliest visual representations of the CBD Survey Area is contained in the 1868 "Bird's Eye View of Iowa City" (Figure 03). The map clearly shows Capitol Square with North Hall and South Hall completed, Iowa Avenue with the city park devoid of buildings, churches along Jefferson Street north of the city park and commercial buildings along the blocks closest to Capitol Square, including N. Clinton Street. Irregularly spaced dwellings filled the blocks facing Linn Street and to the east and along the streets south and east of the intersection of Clinton Street and College Street. Both the brewery district to the north of the CBD along Market Street between Linn and Gilbert streets and the fledgling industrial area along South Gilbert Street are represented. Residences stretch north and south of the downtown with the block-wide floodplain vacant along Ralston Creek. Dwellings resume to the east of Van Buren Street.

Examination of the dates of extant commercial buildings in the 2017 CBD survey area reveals the largest number of buildings dating from the 1870s. The earliest building in the CBD is the Franklin Printing House, which dates to 1856. It is the only extant building identified as dating to the 1850s. Only four buildings constructed in the 1860s survive, the Whetstone Building on Clinton Street at Washington being a well-preserved representative of that decade. Some 27 buildings dating to the 1870s remain in the CBD. These buildings are clearly depicted on fire insurance maps dating from 1874 and 1879 with historic images often documenting their early character. Dubuque, Clinton, College, and Washington streets all retain multiple buildings from this decade. Although many of these buildings sport later facades, several examples retain a very good level of historic integrity specific to the construction date; the Bloom-Ries Building on Clinton Street and the first section of the Dooley Block (109 E. College Street) are two such examples. Seven buildings survive from each of the remaining decades of the 19th century. Buildings constructed in the 1880s and the 1890s first appear on fire insurance maps dating from 1883, 1888, 1902 and 1899. The Stillwell Building and adjacent bays of the IXL Block building in the 200 block of E. Washington provide a critical block of contiguous building representative of the commercial architecture of the 1880s. The 1892 Coast & Sons building on Clinton Street represents the architectural tendencies heading into a new century. The number of extant 19th century buildings total 46, or approximately one-third of the buildings in the CBD.²

Subsequent to the 1870s, retailing along the block of Clinton Street south of Iowa Avenue included establishments ranging from apparel sales and tailoring to bakeries and pharmacies. Several buildings in the block typify the ownership patterns and changing uses of commercial buildings during this period. The Moses Bloom Clothing Store was a double-front three-story brick commercial block built in ca.1870 at 28-30 S. Clinton Street (Image 03). Johnson County property transfer records show this property was owned by Moses Bloom and members of his family from prior to the Civil War through World War I. Bloom also owned other parcels in this block to the north and east. He arrived in Iowa City from New York City in 1857 and opened a clothing store a short time later at this address. His store also included a merchant tailoring business and handled men's hats and furnishings. When his son-in-law, Max Mayer, joined the business, the name became Bloom and Mayer. The building's appearance today (Image 04) represents a 20th century re-façade completed by the Ewers.

² It's important to note that while a building may have been constructed in an earlier decade, later alteration of the façade is often what defines its visual character. One case in point is the Ewers Men's Store building at 28 S. Clinton Street; built in 1874, the façade was replaced in ca.1923. In contrast, its neighbor at 30 S. Clinton Street retains a façade representative of its 1874 construction date. As a result, while the 1870s accounts for the greatest number of 19th century buildings in the the CBD, due to later façade alterations, most often the visual character does not represent the 1870s.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 12

Image 03. Historic Image – View of S. Clinton buildings 28-32 – ca.1888



(Source: State Historical Society of Iowa, Iowa City.)

In this view of the east side of S. Clinton Street at Washington Street, the buildings at 28, 30 and 32 S. Clinton Street are documented in their early forms. While the Whetstone Building on the corner remains easily recognized today, the north half of the Moses Bloom Clothing Store (seen intact in this image) underwent a façade replacement in the 1920s.

Image 04. Ewers Mens Store and Bloom-Ries Building – 28 and 30 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

Originally a unified façade housing the Moses Bloom Clothing store, the structure has been two autonomous buildings with distinctive facades for some 90-years: Ewers Mens Store (28) and the Bloom-Ries Building (30).

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 13

Image 05. Whetstone Building - 32 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

In this view, looking north across Washington Street, we see the both sections of the Whetstone Building.
The building façade fronts Clinton Street.

Members of the Sanxay family owned the corner lot next door to Bloom's building at 32 S. Clinton Street. They built a three-story Italianate Style brick building in two phases between 1868 and 1874. A hardware store was located in the building during the early 1870s and despite the building's prominent location at the corner of Capitol Square, the shop space was vacant for a time during the early 1880s. By 1890 the space housed a drug store - the Whetstone Pharmacy - operated by John Whetstone and later by his son, Robert Whetstone. The business became a downtown landmark complete with a popular soda fountain and postal station. The building's location immediately adjacent to the UI campus gave rise to the store's motto as a "Store of Conveniences at the Convenient Corner" (Image 05).

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 14

Image 06. Historic Image – View of S. Clinton buildings at storefronts 10 - 22 – ca.1890

(Source: State Historical Society of Iowa, Iowa City.)

From L-R: St. James Hotel (8), Coast & Sons (10-14), McDonald Optical building (16), Commercial Bldg. (18-20), The Airliner (22).

In this view of the east side of S. Clinton Street at Washington Street, the buildings from 10 – 22 S. Clinton Street are documented in their early forms. The image pre-dates the 1917 construction of the Dey Building (the St. James Hotel remains on the corner at the end of the block) and the building on the right is a distant relative of the 1950 date when The Airliner opened in that location and transformed the façade into the building retained today.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 15

Image 07. McDonald's Optical (aka Namur's Bakery) - 16 S. Clinton Street

(Image by AKAY Consulting, August 2017.)

McDonald's Optical has been located in this building since 1956.

A commercial building appeared at 16 S. Clinton Street on the city's first fire insurance map in 1874. While it is possible that the structure of the existing building dates to 1874 or earlier, the Late Victorian façade post-dates 1883. For much of its early history, the building was occupied by a confectioner – seller of fine chocolates, homemade candies, and ice cream - beginning with Noel's Confectionery in ca.1884. Svendsen notes Eugene Namur, confectionery and bakery, was located in the building in 1888; the family lived in the upper story. According to local historian Irving Weber, the Namur Bakery was famous for its "snowflake bread." He said the secret of the bread was running the white flour dough between steel rollers a number of times and that many visitors to Iowa City would take home a loaf as a special treat. Namur moved to another storefront on the north side of College Street between Clinton and Dubuque Streets in 1910, but the storefront remained a confectionery under operation of James O. Taylor through ca.1929. Taylor and his wife Minnie lived in the apartments above the store. The building began its longtime association with the present owner-occupant, McDonald Optical, in 1956 (Image 07).

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 16

Image 08. Coast & Sons - 10-14 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

The Coast & Sons building was built at 10-12-14 S. Clinton Street in the early 1890s (Image 08). Coast and Easley, one of the more important retailers to operate from this location, occupied the north and middle bays (10-12) of the building from the fall of 1892 through 1898, at which time William P. Coast welcomed his son, William O. to the business. The name was then changed to Coast & Son. The 1906 addition of Preston C. Coast accounts for the plurality of the name Coast & Sons. The slogan for the business, which remained associated with the family through 1932, was “From Coast to Coast You’ll Find No Better Clothes Than Coasts.”

Several barbers operated the shop at 14 S. Clinton with Arthur Winters’ barbershop here from the 1920s through the 1950s. By 1930 the Town and Gown Tea Room was located above Winter’s barbershop at 14½ S. Clinton. Other office suites on the upper level were occupied by various tenants, mostly physicians and surgeons. The location was conveniently located across from the State University of Iowa Medical Department in the 1870s and by the 1890s, the new State University of Iowa Hospital was located just 1½-blocks to the east along Iowa Avenue.

The remainder of the Clinton Street block contained buildings of like scale during the Railroad Era (1857-1898), except for the St. James Hotel. This hotel was opened in 1872 following a conflagration that destroyed eight buildings at and near the Iowa Avenue and Clinton Street intersection in 1867. When opened, the St. James was considered the best of a dozen hotels in the downtown. Its four-story mansard roofed Second Empire Style design was much admired and frequently photographed. In 1883 noted railroad engineer and prominent Iowa City banker Peter Dey acquired the St. James Hotel. Fifteen years later he remodeled its 50 rooms, advertising the fact that it was lighted by electricity, was steam heated and had bath connections for the rooms. The St. James remained a landmark until it burned in 1916.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 17

A block away on Dubuque Street just south of Iowa Avenue a somewhat different pattern of commercial development was taking form. By the late 1860s this stretch of Dubuque Street already was in transition. The 1868 bird's eye view map of Iowa City shows a mixture of small-scale front-gable buildings, row-house residences, and a handful of two-story commercial blocks. Located along a well-traveled entrance road into the downtown, this block proved to be an attractive location for restaurants, hotels and saloons. The 1868 city directory shows no fewer than eight saloons in the block between Iowa Avenue and Washington Street.

Beginning in the late 1860s replacement buildings were constructed, but property owners still favored smaller buildings than those constructed along Clinton and Washington streets. Instead of three and four-story buildings, a series of two-story brick buildings were constructed in this block. Prominent corner lots were the first to receive next-generation buildings. On the southwest Dubuque and Iowa Avenue corner (1 S. Dubuque St), the Park House was constructed in 1868 diagonally from a city park that gave the hostelry its name. It was one of eight hotels in Iowa City when Gotlieb Hunzinger opened it for business.³ By 1881 Hunzinger's widow, Margaret, leased the first floor to Joseph Dehner to operate as a restaurant. Ten years later she sold the building to Tom and William Pohler.

William Pohler operated a restaurant at the Park House site, and his brother Tom had a restaurant next door. By the turn of the 20th century, William had changed his business to a grocery and leased portions of the building to other tenants. Pohler's grocery was one of 29 operating in Iowa City in 1901. William and his wife Elizabeth lived above the store. The business continued in the Pohler family with sons Ray and Henry in charge until World War II.

Across Dubuque Street at the southeast corner of Iowa Avenue, Market Hall was constructed about the same time that the Park House opened. The north half of Block 66 was originally a church reserve. In 1841 the Universalist Church erected a small brick building that stood here until fire destroyed it in 1868. After the fire, the Universalists built a new church a block west on the northeast corner of Iowa Avenue and Clinton Street. J.J. Dietz and Joseph Hummer acquired the former church site and likely built the first Market Hall, a two-story brick commercial building, at this prominent corner location soon after the fire as it appears on the bird's eye view of Iowa City completed that year. Like several owners, Dietz's and Hummer's names appeared on several other downtown properties during this period.

A second Market Hall (Image 09) was constructed in 1873 on the site formerly occupied by the first Market Hall, which burned in 1863. Property transfer records show the north half of the property containing Market Hall owned by J.J. Dietz and Joseph Hummer in 1874, with ownership unclear prior to that date. Through the years, several building owners and tenants operated businesses from the shop space, including Kimball, Stebbins, Meyer & Hunt (1875-76, 1878-79), Frank Stebbins (1890, 1891-92), Franklin Market run by Frank Stebbins (1893-94), Messner Brothers Meat Market run by John and Louis Messner (1901-02), Mullin, Messner & Co. (1904), and Koza & Kaufmann Meat Market run by John Koza and Lou Kaufmann.

The building's upper level also changed use frequently including a commercial college (1874), preparatory and normal school (1879), business college (1883, 1888), a carriage repository (1892), cigar factory (1899), dance hall (1906, 1912, 1920), hall (1926), and sign factory (1933). From ca.1892 to ca.1912 the upper floor of Market Hall was connected to the building adjacent to the south (6-10 S. Dubuque); in 1892 the adjoining building was Frank Tanner's Carriage Depository.

The upper story façade of Market Hall was altered in ca.1947, resulting in a stylistic separation between the bays of the building; the north bay remains representative of its late 19th century, Romanesque influenced expression.

³ This should not be confused with a building of the same name at the northwest corner of Dubuque and Jefferson streets.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 18

Image 09. Historic Image – View of the east side of S. Dubuque buildings – 1894



(Source: State Historical Society of Iowa, Iowa City.)

In this view of the east side of S. Dubuque Street looking south from Iowa Avenue, the buildings are documented in their early forms. Market Hall (now with a split façade) is at left with Hams Hall (also with a split façade today) adjacent on the south.

Image 10. Market Hall – 2 S. Dubuque Street



(Image by AKAY Consulting, August 2017.)

Since the mid-20th century, Market Hall has presented a split personality to the world.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 19

Image 11. City Scales at intersection of Iowa Avenue and Dubuque Street - ca. 1880s



(Source: State Historical Society of Iowa, Iowa City.)

In this view of the city scales at Iowa and Dubuque we also get a look at Market Hall (mid-ground right) and the Park House (right).

Another business that operated from the southeast corner of Iowa Avenue and Dubuque streets was the City Market and Scales. In 1904 William Anthony served as the wood measurer and Joe Selbicky was the weigh master. An interesting side note is that two of the tenants of the Market Hall were also public officials: Louis Messner, was the fire chief in 1901-02 and Frank Tanner was a county supervisor in 1893-94.

With fire an ever present concern along congested downtown streets and following several major fires on this block in the 1870s, builders turned to masonry materials for replacement structures. Skilled bricklayers produced excellent masonry work, including well-executed Romanesque window arches and a rich variety of corbeling details in the cornices of even the more modest buildings (10 S. Dubuque Street). Other buildings featured embossed metal brackets, cornices, ornamented window hoods and storefront elements (9-11 S. Dubuque Street). Multiple storefronts were frequently grouped in single buildings that through the years have been divided into multiple ownership (17-21 S. Dubuque Street).

The buildings constructed along S. Dubuque Street during the 1870s employed Romanesque and Italianate style designs and features in simpler, vernacular buildings. New buildings constructed during the decade included Ham's Hall (ca.1870) at 6-10 S. Dubuque Street, 12 S. Dubuque Street (ca.1870), the F.J. Epeneter Building (1873) at 7 S. Dubuque Street, 19-21 S. Dubuque Street (1874), the J.J. Stach Saloon (ca.1876) at 17 S. Dubuque Street and the Patterson Block (1879) at 9-11 S. Dubuque Street. The north half of the F.J. Epeneter Building was added in 1883 and the Patterson Block received a major remodeling in 1899.

Ham's Hall at 6-10 S. Dubuque Street is a Romanesque Style commercial block that originally had three storefronts. Only the south third at 10 S. Dubuque Street remains intact today (Image 12). Fire insurance maps show the first floor held a billiards parlor or saloon beginning in 1874 and continuing through 1888 - one of many locations in the block where such businesses existed during this period. A flour and feed business operated by Val Miller began here in ca.1890 and a few years later was taken over by Philip H. Katzenmeyer. Philip Jr. and later his brother George joined their father in the business shortly after 1900. The Katzenmeyer family business continued at this location until ca.1914 when it was relocated to 335 S. Gilbert Street.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 20

Image 12. Ham's Hall (south third) – 10 S. Dubuque Street.

(Image by AKAY Consulting, August 2017.)

After the 1950s re-façade of the north two-thirds of Ham's Hall, the character of the 1880s façade is intact on this bay of the original building only.

Farther south at 17-21 S. Dubuque Street, another three-bay commercial building was constructed in phases between ca.1874 and 1876. The south bay is the oldest section constructed for the firm of Maresh & Holubar, who operated a tin shop and stove business from 21 S. Dubuque Street from 1875 through ca.1882. It is likely that the arched metal cornice joining the three storefronts is an example of their much-touted metal working skill.

Maresh & Holubar sold their third of the building to Joseph Barborka who moved his jewelry store from just up the street at 9 S. Dubuque Street. Large-scale clock work appears to have been one of Barborka's specialties having built and/or installed the tower clock at St. Mary's Catholic Church in 1867 and the City Hall clock in 1881 as well as a large sidewalk clock in front of his store, which was a downtown landmark during the decades before 1900. By 1901 the business included his children, Wilhelmina Barborka as a metal engraver and Joseph as both a jeweler and optician. During later years the building housed a confectionery and restaurant.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 21

The center and north bays of the building located at 17 and 19 S. Dubuque Street (Image 13) were built soon after the section to the south housing Maresh & Holubar was completed about 1874. Like the south bay, their designs blended qualities of both Romanesque and Italianate styles, including round-topped windows and a bracketed cornice. James Scanlon owned the center bay where he operated a saloon until he sold the building in 1884 to Moses Bloom, a prominent downtown clothier and Iowa City mayor. After a short-lived restaurant, Bloom leased the space to a series of furniture stores including those operated by F. J. Schneider and William Hohenschuh who incorporated the undertaking trade with their furniture business, a common practice for a century. The building at 19 S. Dubuque Street continued as a furniture store until after World War I with each of the three building sections under separate ownership. The funeral business was moved into a new building at 13 S. Linn.

Fire insurance maps show the north bay at 17 S. Dubuque Street contained a variety of retail uses beginning with a saloon in 1879 operated by J.J. Stach. Within a few years Stach switched his trade from spirits to boots and shoes. The passing of the Stach Saloon in the mid-1880s reflected the shift away from saloon keeping downtown, as all such establishments had disappeared by 1901 from this block. The nature of the shoe trade was changing from one-person manufacturing and repair shops during this period to separate retailing and manufacturing establishments. Stach's store was listed as one of nine "dealers" in boot and shoe sales in 1890. Another eight firms are listed as "manufacturers" while in previous years the two groups were combined in a single list. The Stach family's shoe store continued from this location with Phil and Joe assisting their father for more than three decades.

Image 13. Historic Image – View of the west side of S. Dubuque buildings – 1893



(Source: State Historical Society of Iowa, Iowa City.)

In this view of the west side of S. Dubuque Street looking north toward Iowa Avenue, we gain a sense of the early historic character of the streetscape. Like Market Hall and Ham Hall, facades such as the Patterson Block, which were originally unified were later visually separated due to split ownership or partial loss to fire.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 22

Image 14. The buildings at 17-21 S. Dubuque Street



(Image by AKAY Consulting, August 2017.)

The Patterson Block at 9-15 S. Dubuque Street (Image 15) was the largest construction project undertaken along this block during the 1870s. L.B. Patterson was an attorney with considerable real estate interests when he undertook construction of the four-bay, cream-colored brick building between 1874 and 1879. The metal cornice has a date block indicating the year "1899." It is probable that this date is when the facade was updated and a unifying cornice installed. The resulting design changes gave the building a Victorian Renaissance Style with a denticulated cornice and garlanded window hoods.

In later years, separate ownerships of the component sections of the Patterson Block resulted in breaking up the building's stylistic unity. This factor, combined with the destruction of the south half of the Patterson Block by a fire in 1982, has left only the north two bays (9 and 11 S. Dubuque Street) intact. The storefronts held a variety of retail tenants during the late 19th century including a boot and shoe shop, jewelry store and restaurant.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 23

Image 15. Patterson Block (north one-quarter) - 9 S. Dubuque Street



(Image by AKAY Consulting, August 2017.)

The northernmost bay (9) is a remnant of the former four-bay Patterson Block.

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

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 24

Image 16. Historic Image – View of the south side of E. College Street from S. Clinton Street – ca.1909



(Source: State Historical Society Collection.)

In this view of east College Street we gain a sense of the early historic character of the College-Clinton intersection. Here we see the ca.1895 Crescent Block at left, with the ca.1874/ca.1895 Dooley Block adjacent, and the 1877 Opera House building (later remodeled to the Johnson County Savings Bank) on the corner.

The balance of the CBD retains individual buildings or clusters of commercial buildings from the 1870s, 1880s and 1890s intermingled with 20th century buildings. The 100 block of College Street (Image 16) contains two well-preserved buildings constructed during the 1870s: the remaining bays of the Dooley Block at 109 College Street and 115 College Street along with the crown jewel of College Street, the National Register listed College Block Building at 125-127 E. College Street (Image 19).

The four-bay Dooley Block (Image 17-18) was constructed in ca.1874 and ca.1895 when the built-up portion of the business district generally extended along the blocks to the north and west of this property. The building's design blended Romanesque and Italianate styles with a distinctive bracketed cornice and elaborate semi-circular window hoods. Frank Dooley acquired the property after the Civil War, and it is likely that the west bays of the building (including 109 E. College Street) was completed by the issuance of the 1874 fire insurance map, while the east bays (including 115 E. College Street) were built some time between 1892 and 1899. By the turn of the 20th century, the Opera House Exchange, the first of several saloons on the premises, was located in the building. When prohibition arrived, the business changed to a pool hall or billiard parlor and tobacco shop with Henry Musack the proprietor from before World War I through the late 1920s. In 1929 the two center bays were razed to make way for the Sears, Roebuck and Co., building, leaving the outer bays intact.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 25

Image 17. Dooley Block - 109 E. College Street



(Image by AKAY Consulting, April 2018.)

The building at 109 represents $\frac{1}{4}$ of the original four bay Dooley Block. The center two bays were razed in 1929 and replaced by the Sears, Roebuck & Co. building (right). The easternmost bay is also retained (Image 18).

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 26

Image 18. Dooley Block - 115 E. College Street



(Image by AKAY Consulting, April 2018.)

The building at 115 represents $\frac{1}{4}$ of the original four bay Dooley Block. The center two bays were razed in 1929 and replaced by the Sears, Roebuck & Co. building (right). The westernmost bay is also retained (Image 17).

Several years after the Dooley Block was completed, Iowa City architect Chauncey Lovelace bought a lot at 125-127 E. College Street to build a double-wide, two-story brick commercial block he designed. Lovelace, also a contractor, partnered with Robert Spencer Finkbine in the architectural firm of Finkbine and Lovelace since before the Civil War. The design of his new building was statement of Victorian exuberance. The account of the building's construction in 1878 read like a well-placed advertisement for Lovelace.

“The front of Mr. Lovelace's new block will be decidedly handsome and ornate. The windows will be of plate glass and capped with elaborate galvanized ironwork, the top of the building to be surmounted with a conspicuous cornice. It is something new, just what the street architecture of this city needs.”⁴

⁴ *Daily State Press*, Iowa City, Iowa, August 15, 1878.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 27

It appears Lovelace built the College Block or "College Street Block," as it was originally called, partly on speculation. Charles Barrow operated a grocery store from the east shop space from shortly after it was completed through ca.1912. Tenants changed frequently in the west half, however, and included a drug store, drygoods store, saloon, produce market and confectionery before World War I. In ca.1895 Lovelace moved his architectural practice into one of the second-floor offices.

Image 19. College Block (NRHP) - 125-127 E. College Street



(Image by AKAY Consulting, April 2018.)

Listed on the National Register of Historic Places in 1973, the 1883 College Block remains a very significant building in the Iowa City downtown, with a high level of historic integrity retained specific to its façade.

The 1870s brought several Second Empire Style commercial blocks to the downtown. As with the St. James Hotel opened on the southeast corner of Clinton Street and Iowa Avenue in 1872, this style was usually reserved for larger buildings and frequently for buildings located on prominent corners. Examples included buildings at 210 S. Clinton Street, City Hall built at the northwest corner of Washington and Linn streets in 1881, the Odd Fellows Building at the northwest corner of

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 28

College and Dubuque streets built in 1882, and the building at 118 S. Dubuque Street built in ca.1881. All of these buildings except one - 118 S. Dubuque Street (Image 20) - are non-extant as a result of fires or urban renewal.

J.K. Corlett operated a carriage and wagon manufacturing business from 118 S. Dubuque Street in several small buildings prior to the Civil War. In 1881 he sold the property to Edmund Shepherd and a two-story Italianate Style commercial block was erected on the site. Moore, Westcott & Co., a retail hardware store, located on the first floor and the upper level was used for storage. A decade later a third floor was added incorporating a mansard roof. At the same time the hardware business added a wholesale line to its trade. After the turn of the 20th century, the hardware store was discontinued and a series of retail tenants occupied the building's three storefront spaces. Adaptation of a mansard roof to this building's expansion proved to be both aesthetically pleasing and utilitarian.

Image 20. Commercial Building - 118 S. Dubuque Street

(Image by AKAY Consulting, April 2018.)

The need for upper-level space in the downtown during the 1880s for offices, workshops and housing resulted in an increasing number of buildings being constructed with at least three stories. The demand for storefront space was met by spreading the CBD to the east and south during this decade as well. The location of the new City Hall at the intersection of Washington Street and Linn Street in 1881 served as a magnet for construction of several fashionable and innovative buildings along the north side of the 200 block of Washington Street a few years later.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 29

Image 21. Historic Image – View of the north side of E. Washington Street– ca.1935



(Source: State Historical Society of Iowa, Iowa City.)

This 20th century image documents the north side of E. Washington Street and the Italianate buildings that defined its character for decades. Demolition of the City Hall (right) in 1961 was a major loss to the streetscape. Three bays of the contiguous three-story commercial buildings remain today.

Image 22. Historic Image – Maresh & Holubar Building (non-extant) – ca.1882



(Source: State Historical Society of Iowa, Iowa City.)

Maresh & Holubar “Builders of Galvanized Iron.” Although their own building no longer remains, their work can be seen in the decorative cornices and window hoods of CBD buildings, including the Stillwell Building the remaining sections of the IXL Block.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 30

Image 23. Stillwell Building - 216 E. Washington Street

(Image by AKAY Consulting, August 2017.)

One of the most innovative buildings was constructed in ca. 1882 to house the metal working shop of Maresh & Holubar, the leading local firm involved in the fabrication of embossed cornices, brackets, window hoods, moldings, metal roofs and other ornamentation. When they built at 212-214 E. Washington Street (non-extant), they selected a design that featured cast iron storefronts for each of the building's three bays, embossed metal panels for cladding over the entire brick front and elaborate window hoods. A massive decorative cornice topped off the building. Though no other Iowa City buildings were ever built with such extensive metal ornamentation, the Maresh & Holubar building did provide a catalogue of possibilities.

The Stillwell Building (216 E. Washington Street) and the two sections of the IXL Block (218-220 E. Washington Street) used Victorian metalwork in their designs; perhaps chosen from the Maresh & Holubar catalogue. Mortimer Ryan completed the Stillwell Building (Image 23) in ca.1880. Originally two stories in height, the metal cornice was removed and reused when a floor was added in ca.1890. Byron Stillwell opened a paint, oil, varnish and wallpaper shop in the building's shop space in the late 1880s and purchased the building in 1900. The business continued for nearly a century from this location.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 31

Image 24. IXL Block – 218-220 E. Washington Street

(Image by AKAY Consulting, August 2017.)

Originally a three-bay building, the IXL Block is now represented by the bays seen here. Although remnants of the former block building, the bays are a highly significant representation of late 19th century Italianate commercial buildings. Although not without alterations, the facades retain a very good level of historic integrity.

Another important building erected in this block was the 1881 City Hall (non-extant). The three-story building combined municipal offices with fire and police stations. The building was designed in the Second Empire Style complete with a mansard roof, iron cresting, bracketed cornice, donners and a 78-foot tower that housed both a bell and clock. The principal entrance was on Washington Street with three bays opening onto Linn Street for the fire wagons.

Between City Hall and the Stillwell Building, a massive three-story building began to take shape before the mortar was even set on City Hall. The IXL Block (Image 24) was constructed on land assembled through a sheriff's sale after the property was forfeited for non-payment of taxes. Erected in 1883 the IXL Block included three distinct buildings linked by a common Victorian design treatment and a common tenant on the upper levels. The center and west sections survive today with 218 E. Washington Street containing the most intact original storefront in the CBD. Cast iron columns frame the large display windows, with the original decorative metal molding separating the first and second floors still in place.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 32

The windows have elaborate surrounds with embossed keystones. The designs of the storefront and the window surrounds are repeated in the building's sheet metal cornice and pediment. The 220 E. Washington Street center section differs slightly in window placement and cornice. A curved name/date block caps the cornice. The impact of the IXL Block when viewed with the 1881 City Hall is preserved in historic images (Image 21).

The IXL Block had three shop spaces with the west and center bays containing a grocery store and agricultural implement dealership when the building was completed. After 1900 tenants appear to have changed frequently. The 218 E. Washington Street section included a second-hand store and printing business in 1906, but Louis Benda's grocery store was here by 1910. By World War I the first floor was divided into two shop spaces. Harry Wieneke operated a shop selling cigars, stationery, fishing tackle, newspapers and magazines and rubber stamps during the 1930s. In the same time frame, Swaner Farms Dairy operated a dairy store here as an outlet for their creamery.

The 220 E. Washington Street section of the IXL Block continued to house an agricultural implement dealership until 1911 when the building was sold to Ostdiek and Thomas Tennyson. The storefront was divided, with City Bakery occupying the east shop. During subsequent years they leased the west unit to various tenants including a series of jewelry stores, an electrical contracting business and an undertaker.

Beginning in the 1890s and continuing nearly three decades, the upper floors of IXL Block were occupied by a business school that appeared under various names including the "Iowa City Commercial College," the "Iowa City Academy," and the "Iowa City School of Shorthand." The college advertised "three complete schools under one roof." The Academy alone occupied twelve rooms and offered university preparation courses. W.A. Willis owned and directed the school with twelve "practical" teachers directing the courses.

At the close of the Railroad Era, four decades of fires, demolition, rebuilding, new construction, street paving and changing technology had transformed Iowa City's downtown from frontier town to important center of scholarship and commerce. The university campus was firmly established on the north edge of the CBD, execution was beginning on a master plan for development of the Pentacrest, and the UI medical complex was taking shape. The downtown's eastern boundary had been extended to Linn Street and south past College Street. Businesses catering to the needs of Iowa City's permanent residents and growing student population kept vacancies low. City blocks that had contained a mixture of buildings prone to fire at the beginning of the Civil War were replaced by orderly commercial blocks. Specialized retail shops stocked the latest fashions and indispensable gadgets of the coming consumer age. Predictions of expanded import/export opportunities presented by railroad connections were being realized.

The close of the Railroad Era (1856-1898) was signaled by two events. A new depot was constructed for Chicago, Rock Island and Pacific RR passengers in 1898 along Wright Street four blocks south of the CBD between Dubuque Street and Clinton Street. Commerce would continue to depend on rail connections even after interurbans were built and the "Good Roads" movement reached a peak in the late 1920s. Passenger service would link students to their hometowns and provide Iowa City residents with ready access to urban centers for many years to come. A second event to end of the Railroad Era came in 1899. George Maclean was installed as president of the University of Iowa, ushering in a period of unprecedented growth. The 20th century would bring impacts to the community through factors emanating from expansion of the university, the building aesthetics it introduced and both the opportunities and challenges it presented to the downtown.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 33

Town and Gown Era (1899-1940)

Four decades span the Town and Gown Era (1899 - 1940) in Iowa City. It is marked by dramatic growth of the University of Iowa and the redevelopment and expansion of the downtown. Iowa City's population more than doubled from 7,987 in 1900 to 17,182 in 1940. This trend was in contrast to a decline in the state's population during the period. Iowa City experienced a modest increase between 1910 and 1920, growing from 10,091 to 11,267. Growth was more dramatic during the next decade, reaching 15,340 by 1930. Intense growth occurred between 1920 and 1925 as population ballooned more than 4,000 persons, or nearly 36%. The Great Depression reduced the rate of growth with fewer than 2,000 added by 1940 bringing Iowa City's size to 17,182 on the eve of World War II.

General population trends were mirrored by growth in the university. Enrollment nearly tripled between 1876 and 1896 prompting the first long-range campus planning. During subsequent years, enrollments mushroomed from nearly 1,500 in 1900 to more than 6,000 by the 1920s.⁵

Meanwhile, building disasters occurred that would have a particular impact on the northern edge of the CBD Survey area - fire on the Pentacrest destroyed the Medical Building and nearby South Hall in 1901. Construction of replacement structures, as well as new and expanded facilities for virtually every department of the university, took place during the terms of the university's next five presidents - George Maclean (1899-1911), John Bowman (1911-1914), Thomas Macbride (1914-1916), Walter Jessup (1916-1934) and Eugene Gilmore (1934-1940). The university campus, which had seen construction of only 16 buildings during its first half-century grew by nearly half that many new buildings and major additions erected in the CBD (just north of the 2017 survey area) north of Iowa Avenue between Clinton and Gilbert streets before World War II.

The campus core, Capitol Square, was redeveloped in the Beaux-Arts Style and eventually renamed "Pentacrest" (NRHP). One of Iowa's premiere architectural firms, Proudfoot & Bird of Des Moines, won the national design competition for the first building, Schaeffer Hall, and subsequently designed Macbride Hall (1908), Maclean Hall (1912), and Jessup Hall (1924). The Olmsted brothers, nationally recognized landscape architects of Brookline, Massachusetts, were retained in 1905 to expand the campus plan.

The university's growing enrollment coupled with its expanding campus and construction boom set the stage for a period of unprecedented growth in Iowa City's commercial center. Recommendations made by campus planners were not uniformly greeted with praise, but the Classical ornamentation of the Beaux-Arts and Neo-Classical designs of new buildings on the Pentacrest were expressed in several new commercial buildings including a major bank, hotel and several office buildings, as well as a few civic buildings. It has been speculated that campus buildings served as the stylistic model for CBD buildings, but it is more likely that both were derived from national trends.

Appearance of the downtown was transformed in other ways after the turn of the 20th century. Several fires destroyed clusters of two and three-story buildings. Small land parcels were combined and single larger replacement buildings were erected in their place. Fraternal halls were constructed by three local lodges and one veterans group along the east edge of the CBD. Linn Street received both a public library and post office to join city hall. By World War I, theaters offering live performances, motion picture shorts and "talkies" appeared along Washington, Dubuque and College streets. During the four decades before World War II, residential patterns in the downtown shifted significantly. The first large-scale

⁵ Actual enrollment figures: 1896-1,331; 1900 -1,450; 1913 - 2,255; 1916 - 3,523; 1922 - 6,808; and 1936- 6,076. From State University of Iowa Building Situation. (Iowa City: University of Iowa), 1923 and *The University of Iowa Fact Book* (Iowa City: Office of University Relations, 1979 & updated 1987).

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 34

apartment building was completed in the CBD and a growing number of upper-level areas were converted to flats for students and downtown workers.

Changes in transportation also impacted the downtown during the Town and Gown Era. Liveries disappeared from block interiors, succeeded by garages and automobile showrooms. Filling stations appeared at major intersections. Street railway lines were extended along several downtown streets after 1910. Their arrival was of such import that a 1906 fountain in the intersection of Iowa Avenue and Dubuque Streets was removed to City Park to make way for extension of the rail line along Dubuque Street. Brick paving, first introduced to the downtown in 1895 when Clinton Street was paved north to Church Street, was expanded in every direction. College Street was paved through the downtown and east to Summit Street in 1897. Clinton Street was paved south to the new Rock Island Depot the following year. Additional major brick paving projects included Gilbert Street (College to Market) in 1908, Iowa Avenue in 1907-1908 and Dubuque Street in 1914.

The prosperity and expansion of the opening decades of the 20th century was marked darkly in October 1929, five days after the dedication game for Iowa Stadium (today, Kinnick Stadium), when the stock market crashed on "Black Thursday." Bonds for the stadium were forced into default and UI construction all but ceased for more than two decades. Downtown construction slowed during the 1930s as well, with several buildings falling into receivership or being sold for delinquent taxes. Despite the general economic environment, several major downtown projects were successfully undertaken during the depression years.

Image 25. Historic Image – Washington Street - 1930



(Source: State Historical Society of Iowa, Iowa City.)

Construction of larger, multi-story buildings during the “Town and Gown Era” significantly altered the historic character of the Iowa City downtown. In this view of the south side of E. Washington Street looking west, we see the 8-story Jefferson Hotel (1913) and the 6-story Iowa State Bank & Trust (1912). The buildings remain important anchors on this block of E. Washington St.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 35

A close examination of the downtown during the Town and Gown Era reveals development patterns that shaped the buildings that survive today as well as those that have disappeared. As noted previously, the expansion of the UI campus along the north edge of the CBD was one of the first trends to appear during this period. Transfer of City Park to the University of Iowa in 1890 opened the way for this trend. Significant changes in the composition of those buildings has occurred in the years since the 2001 survey and evaluation; those changes contributing to the reduction in the survey area with the 2017 north survey area boundary no longer encompassing the university buildings.

Construction of larger, multi-story buildings is a development pattern that gave the CBD a distinctly changed appearance in the early years of the 20th century. The Johnson County Savings Bank building, later the Iowa State Bank & Trust Co. building (102 S. Clinton Street), was completed in 1912 as the first example of this pattern (Image 26). The building was listed on the National Register of Historic Places in 2017 as part of a historic rehabilitation project. Its construction ushered in a 15- year building boom in downtown Iowa City that produced larger, taller structures in the place of two and three-story narrow-front commercial buildings.

Image 26. Johnson County Savings Bank/Iowa State Bank & Trust Co. Building (NRHP) – 102 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

A historic rehabilitation completed in 2016-2017 utilized the state and federal historic tax credit programs. The rehabilitation returned much of the historic character to both the building's exterior and interior.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 36

The Johnson County Savings Bank was established in 1872, and it purchased the property at the southeast corner of Clinton and Washington Streets three years later. Its original trustees included several prominent Iowa Citizens and its first president was former Iowa governor Samuel Kirkwood. He remained in this capacity until 1877 when Thomas Carson became president. Carson headed the bank until his death in 1905, seeing its operations grow dramatically as Iowa City prospered with growth of the university.

In 1912, with deposits in excess of \$2 million, the Johnson County Savings Bank retained the services of architects Proudfoot, Bird & Rawson of Des Moines to design a new bank and office building to house its growing business. The firm had worked for a number of Iowa colleges and universities, including design of the major buildings surrounding Old Capitol, located diagonally across the street from the bank corner and design of the UI Hospital and medical school complex along the north edge of the CBD. In addition to bank activities, the planned building would provide office space for a growing number of businessmen and professionals practicing in the CBD.

Banking operations were relocated temporarily to an Iowa Avenue location, their old building razed and the replacement building constructed. Walter Davis, a local attorney with the firm Wade, Dutcher & Davis, served as president of the bank during the construction period.

The Neo-Classical style bank building housed a mix of tenants on its upper floors including doctors, lawyers, insurance companies, a detective agency, abstractor, dentists, realtors, a beauty parlor, the Christian Science Reading Room and a dress shop. In 1932 the Johnson County Savings Bank suspended operations. Two years later a new institution was opened, the Iowa State Bank and Trust Co., under the leadership of Ben Summerwill.

Image 27. Hotel Jefferson - 129 E. Washington Street



(Image by AKAY Consulting, August 2017.)

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 37

The second large-scale building to appear in the CBD during the Town and Gown Era was the Hotel Jefferson at 129 E. Washington Street (Image 27). Its construction came in two phases beginning with the lower six floors in 1913. Two floors were added in 1928. The hotel succeeded the Metropolitan Block that was destroyed in a fire in 1912. This old three-story building housed the Guzman Knitting Mills on the upper floors where an explosion set the building ablaze. After the fire, the land was leased to the Iowa City Hotel Company, a development company led by several prominent local businessmen, including William P. Hohenschuh, operator of a downtown mortuary, with Ralph Otto, a former Iowa City mayor, functioning as corporate counsel. The same group formed the Jefferson Hotel Company to manage the new hotel's operation.

Construction of the building began on March 1, 1913, and the hotel opened just eight months later when it was hailed as "the only fireproof hotel in Iowa City." Its architect was from a Chicago firm that specialized in hotel design, the H.L. Stevens Company. The building's structure was engineered to allow expansion through the addition of floors - a technique employed by hotels around the country and a continuing practice today. Like the neighboring Johnson County Savings Bank, the hotel occupied a prominent corner along Washington Street and incorporated Neo-Classical Style elements in its design. The addition of two floors in 1928 made it the tallest building in the downtown for more than 50 years. Original appointments allowed the Hotel Jefferson to claim in its advertising to be one of Iowa's finest, including electric elevator, a 250-foot artesian well and rooms with hot and cold running water, telephones, steam heat and electric lights.

Other original first floor retail included the Stewart Shoe Store, Harvat & Stach dress shop with Emma Harvat (later Iowa City mayor) and Ann Stach as owners, a barbershop and Racine's Cigar Store No. 2, one of three such stores operated by Fred Racine in the downtown. By 1930 the hotel was renamed the "Jefferson Hotel," and later became a regular stop for regional and cross-country motor coaches. The Jefferson Hotel Dining Room served a 25¢ breakfast and a 50¢ lunch to travelers and overnight patrons. By 1940 the chamber of commerce had its offices there.

Three building projects of more modest scale took place farther east along Washington Street during the decade preceding World War I. They included the Paul-Helen Building (207 E. Washington Street, NRHP) built in 1910, the substantial 1911 remodeling of the First National Bank Building, and construction of the Englert Theatre in 1913 (NRHP).

The Paul-Helen Building (28-29) was based on a design provided by Frank X. Freyder, architect for the Iowa City contracting firm of Sheets and Company that erected the building (Image 28-29). It was built for the Schmidt-Kurz Improvement Company, whose officers G.W. Schmidt, C.A. Schmidt and William Kurz, named the building for their children. G.W. Schmidt owned the Iowa City Iron Works, a supplier of structural and decorative iron and steel such as that used in the Paul-Helen Building. Kurz was the proprietor of a saloon and billiard hall that relocated from College Street to the east shop space in this building. The original tenant in the two west bays was the Smith and Cilek Hardware Store. Iowa City Gas and Electric Company took the two east bays. The second floor's ten office suites were occupied by doctors, lawyers and insurance agents, as well as power company staff. The third floor originally held a dance hall and was used as the Iowa National Guard Armory by 1915. The third floor was also used for regular Saturday night dances open to the public. The Mahana & Ogle Dancing School was there by 1919 and their orchestra provided music for the "Varsity" dances.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 38

Image 28. Historic Image – Washington Street - 1910

(Source: State Historical Society of Iowa, Iowa City.)

In this view of the south side of E. Washington Street from near Dubuque Street we see the changed character the resulted from construction of the Paul-Helen Building (1913) and the Englert Theatre (1912). The 1911 remodeling of the First National Bank just across Washington Street, contributed to a change in visual character in both architectural style and scale.

Image 29. Paul-Helen Building, (NRHP) - 207 E. Washington Street

(Image by AKAY Consulting, April 2018.)

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 39

In 1918, two years after prohibition arrived, the College Inn - a restaurant and ice cream confectionery - replaced the Kurz saloon in the building's east shop space. When prohibition was repealed, this space was leased for operation of a state-owned liquor store. By 1934 the hardware store was operating as "Lenoch & Cilek" after Frank Lenocho, Cilek's brother-in-law, purchased Smith's share in the business. During World War II a club for Navy petty officers rented the third floor.

Across the street from the Paul-Helen Building, owners of First National Bank (202 E. Washington Street) sought to transform their property by completing a major exterior remodeling. The original bank building at the northeast corner of Washington and Dubuque streets faced onto Dubuque Street and had housed a grocery store and clothing store during the 1880s. By 1888 the building had been taken over by the Farmers Loan & Trust Co. and First National Bank. In 1911 the building was remodeled in the Classical Revival Style and reoriented toward Washington Street (Image 30-31). This style was frequently favored for American banks during the period as they sought to evoke a sense of strength and permanence. The brick building was clad in Bedford limestone, the popular stone used on a number of buildings constructed by the University of Iowa on the Pentacrest beginning at the turn of the 20th century. Two other important civic buildings located along S. Linn Street a block east of the bank - the new Public Library (1903) and the new Post Office (1904) - also reflect the Classical Revival Style executed in Bedford limestone.

Image 30. Historic Image – First National Bank building - 1920



(Source: State Historical Society of Iowa, Iowa City.)

In 1911 the First National Bank building was remodeled in the Neo-Classical style and reoriented toward Washington Street, a move designed to evoke a sense of strength and permanence. With the Englert Theatre and the Paul-Helen building, which were built in 1912 and 1913, respectively, the bank's new exterior contributed to a change in the visual character of the Iowa City downtown.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 40

Image 31. First National Bank - 204 E. Washington Street



(Image by AKAY Consulting, August 2017.)

First National Bank was first organized in 1863 under a federal charter with W.B. Daniels as president. Peter Dey served as president from 1869 until 1878 and again from 1895 until he died in 1911. Its affiliate, Farmers' Loan and Trust Company, was organized as a state savings bank in 1882. This bank was established by some of the same founders as the First National Bank. By the late 1880s both institutions were operated from the building at the northeast corner of Dubuque and Washington streets, with William J. McChesney as president of both.

The bank crisis of the 1930s saw both banks closed. They were among five local banks to cease operations during 1931 and 1932. The First National Bank was the last to close on January 20, 1932. Within two months, 75 local residents formed a new bank - First Capitol State Bank located in the building at the southeast corner of Clinton and College streets. In March 1933 the receiver for First National Bank transferred the closed bank's building to First Capitol State Bank where it resumed operations. First Capitol State became First Capitol National Bank in early 1933, and by year's end was rechartered as First National Bank. It continued to operate under this bank charter until the 1990s when a series of sales and mergers saw it first become a branch of the Mercantile Bank and by 2000 part of the Firststar holding company. The building has since been altered through the incorporation of two previously autonomous buildings located on S. Dubuque adjacent to the north and the construction of a contemporary addition on the east, which resulted in demolition of the 19th century Maresh & Holubar Building as well as the 1930s Art Deco Varsity Theatre, which by then wore a mid-century metal grill and operated as the Astro Theater.

Next door to the Paul-Helen Building and down the block from the remodeled First National Bank, work was begun on a theater in 1913. Construction of the Englert Theatre (221 E. Washington Street) required demolition of a former three-story livery stable. The new building was an example of the mixture of several architectural styles popular after the turn-of-the 20th century in downtown Iowa City, including the Neo-Classical Revival favored in remodeling the First National Bank, and the Commercial Style used in the Paul-Helen Building (Image 32). Owner William Englert was descended from the Englert brewing family. With his brothers, he owned and operated the Englert Ice Company at the time he built

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 41

the Englert Theatre as a legitimate theater. He leased retail spaces on the theater's first floor to a confectionery and a barbershop. His family resided on the second floor, with another apartment and sleeping rooms located on the third floor. During its early years the Englert Theatre offered Iowa Citizens a modern playhouse for legitimate theater. Some of the great names and many popular productions touring American playhouses during the period made the Englert a stop for nearly 50 years. William Englert died in 1921 and the theater's operation was assumed by his widow, Henrietta "Etta" Chopek Englert. In 1926 a fire seriously damaged the Englert. The interior was substantially rebuilt based on a design by the Des Moines architectural firm of Vorse, Kraetsch & Kraetsch. As rebuilt, provision was made for motion pictures as well as stage productions. By 1934 the upper floors had been converted into four apartments. After completion of an historic rehabilitation, the Englert Theatre was listed on the National Register of Historic Places in 2001.

Image 32. Englert Theatre (NRHP) - 221 E. Washington Street

(Image by AKAY Consulting, August 2017.)

Another section of the CBD was redeveloped during the Town and Gown Era as the result of a major fire. The Dey Building (8 S. Clinton Street) dates from 1917 when it was erected on the former site of the St. James Hotel. The hotel had been opened in 1872 following an 1867 conflagration that destroyed eight buildings. In 1883 Peter Dey acquired the property, and by 1890 he had purchased an additional building immediately east of the hotel. In 1914, following Peter Dey's death, the property transferred to members of the Dey family. When fire struck on Good Friday in 1916 the four-story mansard roofed brick hotel was leveled. Members of the Dey family decided to rebuild. A fire-resistant structure was built with the structural option for expansion from two to five or six stories for hotel rooms.

The new Dey Building (Image 33) housed the University Book Store in the large corner space, continuing a tradition of a bookstore at this corner begun in 1870. Another early tenant included Sidwell Dairy Store located at 111 Iowa Avenue. It sold milk, butter and ice cream from this location during the 1930s. During World War I two spaces were used by the Student Army Training Corps, forerunner of the ROTC. After the war, a succession of tenants occupied the first floor, but the hotel room addition allowed for in the building's original structural plan never materialized.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 42

Image 33. Dey Building - 8 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

An important retailing trend that manifested itself in downtowns throughout the United States arrived in Iowa City after the turn of the 20th century. This trend involved the establishment of nationally franchised business outlets such as F.W. Woolworth & Co., a department store specializing in items priced at 5¢ and 10¢. Other franchise stores were established by national catalogue retailers, including Sears, Roebuck & Co. and Montgomery Ward & Co. As the century progressed, regionally based retailers sought to imitate the success of these national firms sometimes forming partnerships with local companies or establishing their own outlets. Firms such as Younkers Department Store with headquarters in Des Moines and Seifert's clothing store centered in Ottumwa are examples of regionally based retailers who located branch stores in Iowa City after World War II.

Among the franchise businesses to establish locations in existing buildings or erect new buildings in Iowa City after 1900 were F. W. Woolworth & Co. (124 S. Clinton Street and 110-114 S. Clinton Street, non-extant) opening in ca.1910, White's Consolidated Stores (114-116 E. College Street) in ca. 1925, Sears, Roebuck & Co. Department Store (111-113 E. College Street) in 1929, the Montgomery Ward & Co. Department Store (121 E. College Street) in 1929, S.S. Kresge Department Store (121-123 E. Washington Street) in ca. 1933, the Montgomery Ward & Co. Farm Store (120 E. Burlington Street) in ca. 1945, Alden's Department Store (118 S. Clinton Street) in the 1940s, Younkers Department Store (111-117 E. Washington Street) in 1951, J.C. Penney's Department Store (non-extant, 2003) at 130 S. Dubuque Street in 1957-587 and Seifert's (10-14 S. Clinton Street) in 1962.

The Sears, Roebuck & Co. Building (111 E. College Street) was one of several franchise stores to locate in newly built structures. It was opened in 1929 on the former site of the center two bays of the Dooley Block, which were razed to accommodate new the building (Image 34). The early 20th century building was likely constructed to the new tenant's specifications and as such is indicative of the requirements of the franchise store as a type. The building is an example of the medium sized, utilitarian designs favored by franchise stores for many Iowa towns during the 1920s - 1930s. The building's wide front facade and simplified detailing distinguished it from its 19th century counterparts along E. College Street.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 43

Image 34. Sears, Roebuck & Co. Building – 111 E. College Street



(Image by AKAY Consulting, August 2017.)

Another trend that appeared in the CBD after 1900 was the desire of owners to update buildings by remodeling storefronts. In some instances, entire front facades were reconstructed. Major facade changes that have gained architectural significance in their own right were installed at 28 S. Clinton Street and 128 E. Washington Street. Moses Bloom built the former building by 1874. In 1919 the Bloom family sold the north half of the original building (28 S. Clinton Street) to Arthur Ewers who moved their business in to the storefront in 1923. Ewers advertised the move with a notice that the building was being remodeled. The front facade was updated with the installation of new glazed brick, a modern Chicago window grouping, a new terra cotta cornice and plate glass shop windows (Image 35).

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 44

Image 35. Ewers Mens Store (aka A.M. Ewers & Co.) - 28 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

Image 36. Arcade Building, 128-130 E. Washington Street



(Image by AKAY Consulting, August 2017.)

Since the 2001 survey, the storefronts have been removed with the space used for outdoor, sheltered seating. Retention of the storefront piers and cornice, as well as the 'ghost markings' of the display areas would facilitate its restoration.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 45

The building at 128 E. Washington Street (Image 36) also received a major remodeling during this period. Like the Ewers building, this building pre-dates 1874 and its original Late Victorian Italianate design was replaced. Renamed the Arcade Building in 1927 the front facade was clad in glazed terracotta and a five-sided recessed forebay. An island display case at the center was installed. The west half housed Demby Boot Shop operated by Earl Snyder. The east half housed H.C. Moeller Co., a ladies' read-to-wear operated by A.J. O'Dell.

In other cases, storefront remodeling projects introduced such new materials such as glazed terra cotta, stainless steel, glass blocks, reinforced plate glass and pigmented structural glass. Several examples of the use of pigmented structural glass (sometimes referred to by trade names such as Carrara Glass and Vitrolite) appeared in the downtown during the 1930s. Roland Smith installed a curved glass and stainless steel storefront for Smith's Cafe at 11 S. Dubuque Street in the early 1930s. Its circular window remained a downtown landmark for many years, but has since be replaced.

A similar storefront remodeling was undertaken by the Crescent Block (119 E. College Street) during the late 1930s. Here the entrance bay for the upper levels was remodeled to establish a narrow office space for the real estate business of the building's owner M.G. Koser of Koser Brothers Real Estate. Carrara Glass was incorporated into the curved display window of the storefront's Art Deco design. The balance of the building housed a drug store and the Montgomery Ward & Co. Department Store during the 1930s.

Perhaps the most dramatic façade alteration was undertaken on the Hams Hall building, where the north two bays of the three-bay façade were transformed into a starkly modern design (Image 37). The façade remains largely as it did in ca.1930, though a visually incompatible awning intrudes on the historic forms.

Image 37. Historic Image - Hams Hall (north two bays) – 6-8 S. Dubuque – ca.1930



(Source: State Historical Society of Iowa, Iowa City.)

The 1930 façade alteration of the north two bays of Hams Hall combined glass block, Carrara Glass, and the asymmetrical arrangement of display windows and upper story fenestration to create a thoroughly modern, Art Deco character.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 46

Image 38. Ham Hall (north two bays), 6-8 S. Dubuque



(Image by AKAY Consulting, April 2018.)

The façade remains largely as it did in ca.1930, though a visually incompatible awning intrudes on the historic forms of the storefront.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 47

Image 39. Historic Image – Crescent Block (1895) – 1925



(Source: State Historical Society of Iowa, Iowa City.)

Like the early 20th century buildings constructed on E. Washington Street, the Crescent Block marks a shift in scale and architectural style in the Iowa City CBD. Constructed in 1895, the building represents the opening salvo in that change in character.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City
Name of Multiple Property Listing

Iowa
State

Section number E Page 48

Image 40. Crescent Block - 117-121 E. College Street



(Image by AKAY Consulting, April 2018.)

Image 41. Crescent Block – Cararra Glass Storefront (1930s)



(Image by AKAY Consulting, August 2017.)

This lovely storefront is a 1930s alteration. The curved shaped of the display area, horizontal stripes, and use of black and white Carrara Glass mark the storefront as an Art Deco design.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 49

Growth of the general population paralleled increases in university enrollment during the Town and Gown Era. The combined effect was especially noticeable in housing. In the CBD, this population growth was manifested in conversion of space above shops into apartments or sleeping rooms. One major addition completed in 1924 produced 32 apartments constructed in a two-story addition above Joseph O'Leary's automobile garage at the southeast corner of Linn and Washington streets. The car dealership disappeared during the 1920s, replaced by Iowa Drug Store and a few small shops along Linn Street, including the Red Ball Grocery Store. The upper levels were known as the "Iowa Apartments" with 32 flats containing a mix of tenant types including students, store clerks, store managers, a news reporter, a contractor and a University of Iowa nursing supervisor. Profitable operation of the building proved impossible for a series of owners, however, with three separate sheriff's deeds issued during the Great Depression of the 1930s.

Although both modest and large-scale building modernizations took place during the 1920s and 1930s, only a few new buildings were added during the decade of the Great Depression. The most significant of these was the Iowa City Press-Citizen Building, completed for the newspaper at 319 E. Washington Street in 1936-37 (Image 41). The building's design was described by contemporaries as an example of "Modern Industrial Style." Better known today as the Moderne Style, the design incorporated glass blocks and decorative panels depicting trains, airplanes and other "20th century wonders."

Image 42. Iowa City Press-Citizen Building - 319 E. Washington Street



(Image by AKAY Consulting, August 2017.)

The Press-Citizen was a result of the merger of two daily newspapers in November 1920 - the *Iowa City Press* that espoused Democratic party views and the *Iowa City Citizen* that offered a Republican Party voice. The *Iowa City Press* got its start in August 1869 when, after a succession of mergers and new owners, the *Iowa State Press* was born out of the ashes of the *Iowa Capitol Reporter*. In 1885 the *Press* was sold to Samuel and C.S. Mercer and renamed the *Iowa City Daily Press*, which continued to offer a Democratic view. Meanwhile, the Republican Party newspaper, the *Iowa City Citizen* was formed in 1881. The two newspapers published daily editions competing vigorously for advertisers and readers.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 50

By 1920 party politics were less important than the economic realities of newspaper publishing, creating the climate in which the papers were merged. After only a few months of merged operation, Ohio newspaperman Merritt C. Speidel purchased the *Press-Citizen* as the first of what would become a 13-newspaper group. When the newspaper was moved into the new quarters in 1937 it was owned by Speidel.

Location of the new building at the eastern edge of the CBD was part of a general expansion of the downtown that had begun at the turn of the 20th century. For the most part this trend saw private residences and vacant parcels replaced by buildings that served the public in one fashion or another. The buildings were clustered along S. Linn Street and sections of E. Washington and E. College Street between Linn and Gilbert streets. Together they formed a civic corridor of sorts with mostly freestanding buildings surrounded by spacious, landscaped sites.

The earliest public building established at the eastern edge of the downtown was City Hall (230 E. Washington Street, non-extant) in 1881. More like its three-story commercial neighbors to the west and south in scale and siting, City Hall was an established landmark by the turn of the century. With the University of Iowa firmly established and growing on both the north and west edges of the CBD, it is not surprising that, when sites were considered for several public buildings during the years prior to World War I, S. Linn Street and the blocks to the east were prime choices.

That attraction was felt in 1902 when plans were made for a new public library. Four of the six sites considered for the new library were located along Linn Street, including the winning site on the southeast corner of Linn and College streets. The Iowa City Public Library (220 S. Linn Street) was designed by the Des Moines firm of Liebke, Nourse & Rasmussen. Liebke had served as state architect and the firm was designing the Iowa City High School at the time the library commission became available.

Liebke's firm had no previous experience designing libraries, but members of the Library Board appeared unconcerned because of the firm's general experience both locally and around the state. The building was designed in the Classical Revival Style and constructed of Bedford limestone. Its construction was completed in 1904, two years after the Iowa City Public Library Association successfully petitioned Andrew Carnegie for a grant to build a library.

In March 1902 the Library Association had been informed that it would be granted \$25,000 for construction of a library if the city would provide a site and at least \$2,500 annually for its operation. This amount was deemed insufficient by the library planners. After several requests for a larger amount, the Library Board was successful in getting the Carnegie grant increased to \$35,000. The Iowa City Public Library was one of 46 to be built in Iowa with the benefit of Carnegie grants between 1901 and 1904.⁶

⁶ Eggers, Lolly Parker. *A Century of Stories: The History of the Iowa City Public Library, 1896-1977*. Iowa City: Iowa City Public Library Friends Foundation, 1997.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 51

Image 43. Old Iowa City Public Library – 307 E. College (aka 220 S. Linn Street)

(Image by AKAY Consulting, August 2017.)

Examples of other buildings completed in the Linn Street civic corridor included the original, federally-owned Post Office building on the northeast corner of Linn and Washington streets and three fraternal halls - the Knights of Columbus Building (non-extant), the Elks Building and the Masonic Temple - all located in the block east of Linn Street.

The Iowa City Post Office (28 S. Linn Street) was constructed in 1904. A major remodeling and addition was completed in 1931. Preparation of the Post Office site required several frame and brick houses along Linn and Washington Street to be razed. Like the original Iowa City Public Library, this building's design is an excellent example of the Classical Revival Style that swept the country during the decades following the turn of the 20th century. The south one third of the building was completed in 1904 with a central entrance and steps facing Washington Street. The 1931 addition provided an extension on the north and a second level, which quadrupled the size of the building. It was reoriented onto Linn Street. Like the library, the exterior walls are of Bedford limestone, with ornamental stonework including quoins, keystones and a stone balustrade along the parapet.

Image 44. Old Iowa City Post Office (NRHP) - 28 S. Linn Street

(Image by AKAY Consulting, August 2017.)

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 52

In 1906 the Benevolent Protective Order of Elks (B.P.O.E.) Chapter No. 590 acquired property on the southwest corner of Gilbert and Washington streets. The Elks completed a new building, apparently the first on the site, by 1909. The B.P.O.E. Hall (325 E. Washington Street) is an example of the adaptation of the Classical Revival or Colonial Revival style to a fraternal hall property type. The footprint of the building has evolved with time, including the addition and modification of porches, kitchen space and stage. Unlike the library and post office, the B.P.O.E. Hall had walls clad in reddish brown brick with Bedford stone for trim. The Elks vacated the building in 1967.

Image 45. B.P.O.E. Hall – 325 E. Washington Street

(Image by AKAY Consulting, August 2017.)

The Iowa City Masonic Temple at 312 E. College Street (Image 46) was the second fraternal building erected in the civic corridor before World War I. This freestanding 3½-story brick and stone building was completed in 1914 on a vacant parcel that had previously been grounds for a residence that stood at the northeast corner of Linn and College streets. The Masonic Temple was designed by architect Charles A. Dieman of Cedar Rapids. Like the other civic corridor buildings, it is an example of the adaptation of the Classical Revival Style. Like the B.P.O.E. Hall, the Masonic Temple used reddish brown brick for the main building. The balance of the building was more intricate with decorative trim and the arrangement of the front facade is said to be based on the south face of the University of Iowa's Schaeffer Hall on the Pentacrest. The interior of the Iowa City Masonic Temple retains much of the building's original Arts and Crafts Style millwork, with the original lodge hall still intact.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 53

Image 46. Iowa City Masonic Temple - 312 E. College Street

(Image by AKAY Consulting, August 2017.)

Prior to building the Masonic Temple, the Freemasons had met in 15 different rented locations in the downtown. Iowa City Lodge No. 4, A.F. and A.M. was responsible for the new building but shared space with other Masonic organizations. This building was dedicated on July 28th 1914, which was coincidentally the date that Austria declared war on Serbia marking the start of World War I.

Another fraternal group erected a building in the civic corridor after World War I. The Knights of Columbus built its hall in 1930 at 328 E. Washington Street. This building was smaller than either the Masonic Temple or B.P.O.E. Hall. The Knights of Columbus hall was recently razed to make way for a five-story apartment building with ground floor retail.

Two other buildings appeared in the civic corridor prior to World War I that are technically not civic buildings, but nevertheless had a major public component to their use. Both were mortuaries located along Linn Street immediately south of Iowa Avenue. The Hohenschuh Mortuary (13 S. Linn Street) was constructed in 1917 by William P. Hohenschuh. A second mortuary, the Harmon Mortuary (non-extant), was constructed across the street at the southeast corner of Linn and Iowa in 1922. Both were convenient to churches, fraternal halls and to both the University and Mercy hospitals.

The Hohenschuh Mortuary (Image 47) is an excellent example of the Georgian Revival Style. Its design is attributed to the H.L. Stevens Co. of Chicago. This firm also designed the Hotel Jefferson, which had been completed in 1913 by a group of investors headed by Hohenschuh. The Hohenschuh Mortuary replaced a two-story frame building that held side-by-side flats. Though commercial in use the mortuary building had a stately, residential appearance. The building was likely the first mortuary building in Iowa City built as such and probably one of the first in the state of Iowa.

Hohenschuh began his undertaking business in conjunction with a furniture store he operated on Dubuque Street. The combination of such businesses was a common practice in the 19th and early 20th centuries. Hohenschuh was president of

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 54

the state association of funeral directors from 1894 to 1895 and frequently served as a speaker on funerary topics. He wrote an internationally recognized textbook on the funeral business and was the first head of the University of Minnesota School of Mortuary Science in Minneapolis. His leadership among his peers was acknowledged when he received license No. 1 when the industry was first regulated. Hohenschuh also held the position of vice-president of the First National Bank. By 1930, the mortuary had been sold to John Donohue and Delmer Sample who retained the Hohenschuh name. They also operated a private ambulance service in connection with the mortuary.

Image 47. Hohenschuh Mortuary - 13 S. Linn Street

(Image by AKAY Consulting, August 2017.)

Several trends in popular culture were reflected in the downtown during the Town and Gown Era. The growing popularity of tobacco products, particularly after World War I, prompted opening of a number of cigar stores. Some began as sidelines for barbers. Fred Racine operated a nickelodeon called American Theatre at 111 South Dubuque Street in 1911, but his principal trade was cigars. He experimented with operating soda fountains and billiard parlors in conjunction with tobacco sales at other downtown locations. By the 1920s he had three locations including Store No. 1 at 132 E. Washington Street, Store No. 2 in Hotel Jefferson at 131 E. Washington Street and Store No. 3 at 22 S. Clinton Street. The stores remained in business into the 1950s.

Another trend revolved around entertainment. Iowa City had an abundance of saloons since its earliest days. After the turn of the 20th century many were operated in conjunction with pool halls or billiard parlors. These establishments were scattered throughout the downtown, although a number were located to serve the university campus along Iowa Avenue and S. Dubuque Street. After the enactment of state prohibition statutes and the advent of National Prohibition in 1916, some of these businesses closed but most turned to soft drinks and continued to offer billiards to their customers.

The story of Epeneters Billiard Hall is a case in point. It was established by F.J. Epeneter at the southwest corner of Iowa Avenue and Dubuque Street. As noted earlier, this block of S. Dubuque Street was an especially popular location for saloons and billiard halls immediately following the Civil War with eight saloons located between Iowa Avenue and Washington Street in 1868. This pattern changed as various waves of prohibition activism and concern about the "evils of idleness" impacted the saloon and billiard hall trade. This may help explain the unusual retail decision made by brothers Charles and Thomas Epeneter who assumed the business from their father about 1910. The previous year the Iowa

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 55

General Assembly passed a prohibition statute known as the "Moon Law" which limited the number of taverns in a community by a formula which allowed one saloon per thousand population. Enforcement of this law gradually reduced the number of saloons across Iowa. In an unusual response, the Epeneter brothers diversified their trade by including the sale of vacuum cleaners as well as billiards by 1911.

Moving pictures were first offered at nickelodeons that could be located in virtually any storefront shop space. For a nickel, a customer at the Dreamland Theatre located at 111 S. Dubuque Street in 1909 could watch continuous shows. The Englert Theatre was the downtown's finest theatre but a number of other small theatres opened before World War I. They included the Past Time, the Iowa (the first of two Iowa Theatres), the Bijou, the Princess and the People's Theatre in Smith's Armory. Some of these had small stages, a few had live acts or shows, and the others offered films. All of these buildings are non-extant except the Iowa Theatre, though in a much altered state at 14 S. Dubuque Street.

Until the new Iowa Theatre was completed in 1937, none could compete with the Englert Theatre for offering first-run major films. The market for motion pictures continued to grow after World War II, concluding with the construction of the Varsity Theatre (non-extant) in ca.1947. It was run by the same company as the Englert Theatre and was located across the street adjacent to First National Bank. Movie-going remained a brisk business drawing people to the downtown for evening shows and matinees.

Several land-use patterns in the downtown during the early years of the 20th century are likely explained by physical proximity to the University of Iowa. One was the location of billiard parlors along the north edge of the CBD where students could spend idle time. Another involved location of commercial laundries and pantoriums (dry-cleaners) along Iowa Avenue. Several of these establishments were here prior to 1900, but the pattern peaked during the decades surrounding World War I. Examples include the Lumsden Bros. Pantorium at 110 Iowa Avenue, the Westenhaver's City Steam Dye Works and Pantorium at 111 Iowa Avenue, Kee Lung's laundry (later operated by Guy Lee) at 117 Iowa Avenue, the New Process Laundry at 114-116 Iowa Avenue, the C.O.D. Laundry at 211 Iowa Avenue, and the Peoples Steam Laundry at the southeast corner of Linn and Iowa - later at 225 Iowa Avenue. Today, of these six laundry-related buildings, only the C.O.D. Laundry remains extant.

Proximity to the student population likely contributed to the location of both laundries and the other apparel maintenance establishments along the north edge of the business district. Research in residential neighborhoods in Iowa City shows that dozens of young women, including many Bohemians, found employment in these laundries before and after World War I.

The C.O.D. Laundry (211 Iowa Avenue) was one of the largest and longest-lived laundries to locate along Iowa Avenue (Image 48). It was started during the 1880s under the proprietorship of A.T. Calkins at the southeast corner of Iowa Avenue and S. Linn Street. In 1893 the business had grown to include a branch for drop-offs and pick-ups at 6-8 S. Clinton Street. About 1895 Louis Kenyon acquired the business and erected a spacious new building to house it at 211 E. Iowa Avenue. He leased the upper level of the building to the Iowa City Public Library from ca. 1897 through ca. 1903. A bowling alley was operated in the basement prior to 1900, and a dance hall later was operated on the second floor.

By 1915 the C.O.D. Laundry had been either acquired by or merged with the New Process Laundry Co. The new company operated under the name "New Process Laundry and Cleaning Co." By 1931 the laundry was discontinued and the space was used as a temporary location for the U.S. Post Office, which was undergoing a major expansion at that time.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 56

Image 48. C.O.D. Laundry – 211 Iowa Avenue

(Image by AKAY Consulting, August 2017.)

Seen here at right, the historic C.O.D. Laundry and the Reardon Hotel (adjacent building) are the only remaining historic buildings on the east half of this Iowa Avenue block.

Proximity to the central campus and the University Hospital may also have played a role in the location of several hotels. Both the Van Meter Hotel (non-extant) and Hotel Reardon were located along the south side of Iowa Avenue opposite the University Hospital. Hotel Reardon was constructed in ca.1900 as a private home at 215 Iowa Avenue. After William and Minnie Reardon bought the structure in 1926 they completed a series of changes to convert the building to the "Hotel Reardon." They operated the hotel and lived on-site for many years. The hotel operated until the late 1960s and was subsequently converted to eight small apartments and a single retail space.

Washington Hotel (332 E. Washington Street, NRHP) was opened in a nearby building - the former Boemer-Fry Co. factory - a few years before the Reardon (Image 49). This three-story brick and stone building had been originally constructed in 1899 as a factory for the manufacture of toilet articles and light pharmaceuticals. Factory use ceased in 1915 and by 1922 the building was sold to Hayes Carson and his wife Lillian. The couple remodeled it for use as the Washington Hotel with 46 rooms, 17 on each of the upper floors and 12 on the main floor. In 1949 George Davis became the owner-manager and in 1952 he renamed the business the Davis Hotel, which continued under Davis' management until 1972. A prominent sign on the side of the hotel advertising the use of gas to "Light, Heat, Cook" was a feature of the downtown skyline for many years. Local historian Irving Weber notes that the original factory owner's name, "Boerner-Fry," appeared beneath the power company's sign encouraging local wags to dub the building the "Bum or Fry."

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 57

Image 49. Boerner-Fry Co./Washington Hotel (NRHP) - 332 E. Washington Street

(Image by AKAY Consulting, April 2018.)

A final, identifiable development trend in the CBD Survey Area during this period occurred along the east and south edges of the downtown. It produced a series of locally-owned and nationally franchised automobile service stations, automobile dealerships and garages established along S. Burlington and S. Gilbert streets. Historically these routes had been important entry points to the CBD. In the case of Burlington Street, its significance as a transportation route resulted from bridge access across the Iowa River. The pattern of service stations was well established by 1933. Fire insurance maps for that year show stations on both the southwest and northeast corners of College and Gilbert streets, stations on or near the northeast corner of Clinton and Burlington streets, one at the northwest corner of Dubuque and Burlington streets, one along the north side of Burlington Street between Dubuque and Linn streets and another on the northeast corner of Linn and Burlington streets. Standard Oil Company, Kelly Oil, Conoco and Sinclair Oil were among the early operations. None of the first generation of small-scale, full-service and dual-pump service stations survives.

Prior to 1900, land uses along Burlington Street were businesses that required large storage sites for bulk goods such as lumber, coal and feed or liverys. When large parcels were needed for new commercial ventures such as auto dealerships and garages, these sites were most readily converted. A case in point is the Nall Chevrolet Garage (non-extant) established in the 200 block of E. Burlington Street on the former F.E. Dyers & Co. lumberyard site. Eventually the Nall car dealership and repair shop was expanded to include nearly a half-block site along the north side of Burlington Street.

The Carson & Thatcher Motor Co. building at 228 S. Clinton Street (Image 50) was constructed between 1905 and 1912 – perhaps constructed in 1905 with a second floor added in 1912. The building stands in an altered, though cosmetically appealing, condition today, with the secondary (south) elevation offering the best clues to its historic appearance.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 58

Image 50. Carson & Thatcher Motor Co. – 228 S. Clinton Street

(Image by AKAY Consulting, August 2017.)

The Town and Gown Era (1898-1940) came to a close on the eve of World War II. Some 22 buildings from this period (down from more than 30 in 2001), as well as a substantial number of major remodelings, survive in the CBD. The era encompassed three decades of unparalleled growth in enrollment and physical plant expansion by the University as well as robust commercial development in the Central Business District. The decade of the Great Depression produced slower growth. The north edge of the CBD, just outside the 2017 survey area, was redeveloped with construction of the University Hospital and Medical School buildings, which by 1928 were replaced by facilities located west of the Iowa River. A civic corridor was established before World War I along the east edge anchored by City Hall, a new post office and public library, and a group of new fraternal buildings. The heart of the downtown took on a new appearance with brick paved streets, street railway lines, multi-story bank and hotel buildings, movie theaters and several moderate-scale retail and office buildings. National and regional franchising helped continue the downtown as the retail center for Iowa City and surrounding areas. The impact of the automobile is evidenced in what disappeared - liveries, horses, feed stores, the Iowa Avenue/Dubuque Street hay market - as well as what appeared - automobile dealerships, repair garages, service stations, traffic signals and angled parking spaces.

Post-World War II Era (1941-1960)

During the twenty years beginning with World War II, overall Iowa City population grew at a substantial rate with figures rising dramatically from 17,182 in 1940 to 27,212 in 1950 with the influx of returning veterans and their families. The subsequent decade produced another increase to 33,443 by 1960. Enrollment at the University of Iowa fluctuated during these years with student numbers dropping from 9,283 to 4,853 between 1940 and 1945 as a result of the war. One year later, enrollment jumped to 9,783. Veterans comprised approximately 6,000 of this number. Enrollment grew to nearly 13,000 students in 1950, but then declined to less than 10,000 by the mid-1950s as veterans graduated.

In several instances, the university responded to enrollment increases with temporary, low-cost solutions. One visible example was at the northeast corner of Clinton Street and Iowa Avenue. The Universalist Church that was built on this site in 1870 was sold to the University in 1907. It became known as "Unity Hall," and served briefly as a student union,

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 59

then as music practice and recital hall before being razed to make room for six temporary, Quonset hut classroom buildings.

Many of the post-war students were married, creating a demand for apartments. As a result, the decade produced a modest housing boom in the CBD with upper levels converted to apartments. The building at 118 S. Dubuque Street was one such example. John and Letha Piper established the Piper Apartments there in 1940. The enterprising couple leased the entire building that year and laid out 12 apartments on the second and third floors, while continuing to operate their specialty foods business from one of the shop spaces. Extraordinary demand for housing would prove the wisdom of their decision.

Development patterns that shaped the CBD Survey Area during the previous era continued during the 1940s and 1950s. The campus of the University of Iowa remained well established along the north edge of the CBD. The general size and scale of buildings in the CBD remained unchanged during the 1940s and 1950s. The same 11 or 12 blocks extending from Capitol Street to Gilbert Street and from Iowa Avenue to Burlington Street provided a mix of retail shops, banks, theatres, hotels, service stations, office building, restaurants, civic buildings and a few residences. Four decades later in 2001, only seven buildings erected during these twenty years survived, including two service stations, two small office buildings, two department stores and one small retail building. Major exterior alterations had been made to four other buildings. In 2017 only five buildings constructed in the 1940s or 1950s are retained in the updated survey area; three of those retain good historic integrity.

The modest amount of downtown development during the 1940s and 1950s had several causes. The period began with economic recession still on the minds of most business owners. Once the United States entered World War II in 1941, construction of new buildings and major remodeling projects were postponed. Shortages of construction materials were experienced nationally and disruptions in the workforce caused by wartime operations meant that only high priority construction projects would be allowed to proceed.

One of the few projects completed during the brief window when economic recovery was on the horizon and the war remained undeclared involved the former Coldren Opera House (Image 51) at the southeast corner of College and Clinton streets. Built in 1877, this was a three-story commercial block built in the Romanesque Style. The opera house actually occupied the two upper floors with seating for 1,050 people. The 30-foot high ceiling and walls were decorated with elaborate frescoing including portraits of Shakespeare and Beethoven. The newspaper account of the opera house's 1877 opening claimed with pride that the only finer theater in the Midwest was in Chicago. The opera house was closed shortly before the Englert Theatre was opened in 1913 and the third floor was converted to clubrooms. Tenants included the University Triangle Club before and after World War I and the Knights of Pythias during the late 1920s and 1930s. The second floor was remodeled into ten office suites while the first floor continued to house the Iowa City State Bank. A bank continued to operate from this location until it was closed during the Great Depression.

In 1940 the property was acquired by Investors Inc. and substantially remodeled based on a design by J. Bradley Rust of Iowa City. It involved installation of a new buff-colored brick exterior cladding on the upper levels and Bedford stone on the first floor. Matching stone was used to form the windowsills, beltcourse, and a single corbeled brick band formed flat window arches above second and third level windows. First floor window openings were initially filled with glass block, which was subsequently replaced with tinted plate glass panels. The dramatic College Street entrance installed in 1940 remains with a pair of doors framed in brushed metal and inset in nine molded bands of receding stone. The building's name since the 1940s, "The Savings and Loan Building," is depicted in Art Deco style lettering above the entrance doors. After the remodeling was completed, First Federal Savings and Loan Association became the prime tenant on the first floor. Two floors of offices above were occupied mostly by dentists, lawyers, accountants and insurance agents. The building is retained today, though was recently painted, which diminishes the 1940s Art Deco character.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 60

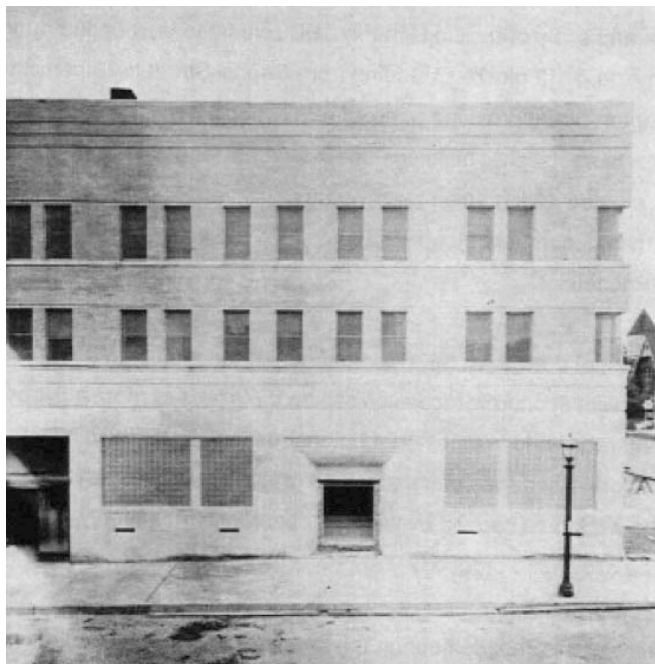
Image 51. Historic Image – Coldren Opera House (1877) – ca.1910



(Source: State Historical Society of Iowa, Iowa City.)

In this view we see the Savings & Loan Building in its early form with the Coldren Opera House in the upper two stories and the Iowa City State Bank occupying the ground floor.

Image 52. Historic Image – Savings and Loan Building – ca.1940



(Source: State Historical Society of Iowa, Iowa City.)

The 1940s renovation turned the Victorian character into one influenced by the prevailing Art Deco style.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 61

Image 53. Savings and Loan Building - 103 E. College St.



(Image by AKAY Consulting, April 2018.)

The Savings & Loan Building today (looking southeast across S. Clinton at College Street).

General economic prosperity in the U.S. after World War II produced a dramatic increase in enrollment at the University and created a surge in the economic life of the CBD. Retail locations were in great demand and first floor vacancies low. Rental rates increased and a pattern of frequent business turnover that had been in evidence in downtown Iowa City from late in the 19th century, continued at an accelerated rate.

Another trend is evident from examination of property transfers in the downtown during this period. Ownership of several buildings passed from one generation to the next, at times to multiple out of town owners or family trusts. This was accompanied by an increase in tenant-operated businesses over owner-occupied proprietorships. The disconnect between property ownership and business operation led to deferred building maintenance and improvements and in some cases, to under financed cosmetic improvements. As a result, general building maintenance was in a state of decline by the end of the 1950s.

After World War II, the twin problems associated with growth in popularity of the personal automobile in American cities - parking and traffic - surfaced in the downtown Iowa City as well. Complaints about congestion and too few parking spaces were heard during the 1930s, but until the parking meter was patented in 1938 there was no ready solution. In an effort to deal with both issues, the City installed its first 150 parking meters in the downtown in 1946. A year later the city council added 250 meters at a cost of \$80 each. Annual income from each meter was soon approximately \$100 as compared with the national average of \$75, demonstrating the keen local demand for parking.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 62

Meters were integral to the local plan to address parking and traffic congestion through the construction of off-street municipal parking lots. Parking meter revenue was designated to finance acquisition of land and the construction of lots. The first parcel acquired for these purposes occurred in 1948 at 317-325 E. College Street, adjacent to the Public Library. The lot contained a large, two-story frame apartment building that was razed. Since the city council was obligated to spend 75% of the revenue from parking meters on off-street parking, land acquisition and improvement plans were easily pursued during subsequent years.

By 1951 the downtown, parking plan was well established. Development of the off-street lots and installation of meters was actively supported by the local chamber of commerce. One parking lot had been developed on the site of the former Van Meter Hotel located along the south side of Iowa Avenue near Linn Street for 95 cars with another lot on S. Dubuque Street constructed for 72 cars. A half-block along E. Washington Street lot, currently serving as part of the Iowa City Civic Center site, was leased and paved for parking purposes as well. The 1950 lease gave the city the option to purchase the lot for future construction of a city hall. Another off-street lot was developed on the south side of Washington Street between Gilbert and Van Buren streets. City officials recognized that this lot's remote location made it less desirable and in 1952 added lighting to encourage nighttime use by shoppers and moviegoers. An innovative improvement was made in another municipal lot located adjacent to the non-extant Community Building built by the American Legion on the southeast corner of Gilbert and College streets. In 1952 three hitching posts were installed for the convenience of Amish families who operated horses and buggies.

Another strategy to deal with downtown congestion was completed in 1948 when the city council directed removal of the landscaped boulevard in the center of Iowa Avenue between Clinton and Gilbert streets. Installation of parking along Iowa Avenue came a short time later. Parking associated with a densely developed, compact downtown located adjacent to a university campus would come to dominate much of the debate concerning the downtown during subsequent years.

In summary, the Post-World War II Era was characterized by prosperity in the Central Business District. Coping with problems became the rule whether they involved shortages of materials during the war, dealing with an influx of students and shoppers at war's end, or making room for the congestion and parking demands associated with the automobile age.

Urban Renewal and Redevelopment Era (1960 - 2017)

During the last four decades of the 20th century urban renewal has regularly characterized debate over the future of downtown Iowa City. By the late 1950s, the problems associated with deferred maintenance for a number of aging downtown buildings were added to the concerns of parking and traffic congestion. Many residents recognized that a captive market of students patronized businesses and rental housing despite the downtown's poor condition. Some saw the poorly maintained condition of the downtown as a source of public embarrassment. Timing was ripe for dramatic solutions to be proposed when in 1960 Robert Wheeler, a doctoral student in the College of Engineering at UI, produced his thesis on the potential for redevelopment in downtown Iowa City.

Beginning with the Federal Housing Act of 1949, local agencies had access to federal funds and the power of eminent domain to condemn slum neighborhoods, tear down the buildings, and resell the cleared land to private developers at a reduced price. In addition to relocating the slum dwellers in "decent, safe, and sanitary" housing, the program was intended to stimulate large-scale private rebuilding, add new tax revenues to the dwindling coffers of the cities, revitalize their downtown areas, and halt the exodus of middle-class whites to the suburbs.⁷

⁷ James Q. Wilson, ed., *Urban Renewal: The Record and the Controversy* (Boston: MIT, 1966), 537.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 63

It was the Federal Housing Act of 1954 (along with later refinements provided in successive legislation), however, which by authorizing assistance for a broad and significant form of urban renewal planning. The preparation of long-range "community renewal programs," or preliminary plans that considered all of the urban renewal needs of a city, made the program appealing and manageable for a wider array of communities. The Housing Administrator was authorized to make grants for this planning. These grants could be made for up to two-thirds of the cost for the preparation of community-wide plans which included the identification of slum or blighted areas in the community, measurement of blight, determination of resources needed and available to renew the areas, identification of potential project areas and types of action contemplated for each, and scheduling of urban renewal activities. A revision of earlier Federal actions, the 1959 legislation was intended to enable more effective use of federal and local funds by permitting the best scheduling of urban projects in the community.⁸

Enter Robert Wheeler and his dissertation on the potential for redevelopment in downtown Iowa City...

Wheeler presented ideas for redeveloping the downtown to a series of civic groups. His straightforward plan called for razing deteriorated buildings and replacing them with modern buildings and parking facilities. Groups who heard his message were divided on its merits. In 1963 the concepts he outlined were integrated into the civic improvement efforts of "Citizens for a Better Iowa City." The League of Women Voters supported the idea while 300 members of the newly-organized Downtown Businessmen's Association eventually opposed it. The Iowa City Chamber of Commerce supported it; the Junior Chamber opposed it.

Efforts by local government to improve the downtown involved getting the municipal house in order, efforts already well underway when Wheeler offered his urban renewal initiative. The issue of whether to build a new city hall had been a topic for public discussion since at least 1948 when a report by the city's own planning commission urged construction of a new city hall and proposed several sites on which to do so. Poor maintenance had led to problems with the 1881 City Hall. In 1951 the debate surfaced in another form when the idea was floated for a joint city-county building to house both the Johnson County Courthouse and the City Hall.

Debate was brisk during the 1950s about the need for a new city hall and police and fire stations. Eventually plans for a joint city-county facility were shelved. In 1959 the city retained Iowa City architect Henry Fisk to design the first phase of the project - a new police station and fire station. Construction began the following year. The second phase involved building an administrative wing. Fisk was joined by local architect Roland Wehner to complete this task. Phased construction of the Iowa City Civic Center was completed by 1962. The 1881 City Hall was demolished and the site sold for private redevelopment.

Two years later construction of the Community Recreation Center was completed on the former South Market square. The facility replaced the Community Building that had been destroyed in a January 1955 fire. Built during the peak of the Cold War, the new Community Recreation Center was outfitted with a fall out shelter on the lower level.

During the early 1960s local government representatives and citizens undertook initiatives designed to explore the possibilities for federal and privately-funded urban renewal in downtown Iowa City. The Iowa City Board of Realtors established its own "Build Iowa City Better Committee" in 1964 and invited the National Association of Real Estate Boards to complete a study of Iowa City's prospects. This study recommended a series of actions on housing, urban renewal strategies, campus planning, the establishment of a downtown development organization and a downtown sign ordinance. It was also recommended that an architect be retained to design a beautification and improvement program for the four-block central core of the downtown.

⁸ Ibid., 100.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 64

Urban renewal planning continued, and in 1966 the city presented its first formal urban renewal plan. It called for the condemnation and acquisition of deteriorated downtown properties by the municipal government followed by demolition and resale of the cleared parcels to developers. The plan also provided for construction of a downtown parking ramp and creation of a pedestrian mall. The same year the urban renewal plans were announced, Sycamore Mall opened on the southeast edge of town and the Sears, Roebuck and Co. department store moved there from the downtown.

During the subsequent decade, the renewal process was riddled with heated public debate, controversy and legal challenges. Then, in 1976 after hiring a new city manager (the fourth employed during the urban renewal period), the city returned to the drawing board with a new consultant - Zuchelli, Hunter and Associates (ZHA) of Annapolis, Maryland. In February 1977 a modified urban renewal plan was accepted by the city council. Its size was scaled-down, with smaller parking ramps proposed, a site included for a new public library and, perhaps most importantly, rather than a single sale of all land, 11-acres of urban renewal parcels were to be divided into clusters or single sites to be offered for redevelopment. The result would be competition on parcel prices and a division of responsibility for carrying out redevelopment among several owners and/or developers.

Bids on the urban renewal sites were received before the end of the year. The College Block Building, which had been spared demolition in the earlier stages of urban renewal as a result of federal historic preservation laws, received substantial bidder interest and saw rehabilitation begin a short time later. The City withheld several urban renewal parcels until interest surfaced or bid prices offered were increased.

The first major construction in the Iowa City urban renewal area was announced in early 1970 as the new \$190,000 Things & Things & Things boutique (130 S. Clinton Street). The new store was constructed on the former site of the Pusateri Fruit Store, which had been destroyed by fire earlier that year. At the time of the fire, Things & Things & Things occupied the corner building at 132 S. Clinton, having been located there since 1963. Construction of the new building was set to begin the first week of August, 1970. The local newspaper described the building design as a split-level structure with an interior plan featuring a two-story section at the front of the building and a three-story section at the rear. The building was designed by local architect William Nowysz with Richard E. Larew as general contractor. It remains extant.

Soon after, Chris T. Marias obtained a building permit for a \$40,000 structure at 132 S. Clinton Street. The building was completed in the coming months and occupied by the Bill Hill Music Studios by March 26, 1971.

Although the diminutive building housing Dotty Dunn Hats (124 S. Clinton Street) received water damage from the 1970 fire, the business re-opened soon after. In early March 1973, the City Council was preparing to take action on multiple aspects of the urban renewal project, including demolition of seven buildings in the project area. The building noted as having "formerly housed Dotty Dunn Hat Shop," was among those on that list. Approval of demolition orders occurred at the Council meeting on April 03, 1973, with plans calling for demolition work to be completed by October 31. Although initially slated for occupation by a saloon, once constructed, the Hawkeye Barber Shop occupied the building. After forced relocation from the old Berkley Hotel at 5 E. Washington Street followed by six years in a temporary modular building located on S. Clinton Street, the Hawkeye Barber Shop opened in their newly completed building in February of 1979. The barbershop remains located in this building.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 65

Image 54. Things & Things & Things (1970) – 130 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

Although this building was constructed as the result of a fire that destroyed the previous building on this site, it was touted as “the first major construction in the Iowa City urban renewal area.” The building was completed in December of 1970 at a cost of \$190,000.

Image 55. Bill Hill Music Studio (1971) – 132 S. Clinton Street



(Image by AKAY Consulting, August 2017.)

Like Things & Things & Things, construction of the Bill Hill Music Studio building was the result of a fire that destroyed an early 20th century building on the site. Its construction is associated in timing and proximity to the Iowa City urban renewal program.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 66

Image 56. Hawkeye Barber Shop (1979) – 124 S. Clinton Street.



(Image by AKAY Consulting, August 2017.)

The Hawkeye Barber Shop assumed occupation of their newly constructed building in 1979. However, the business's history with the Iowa City urban renewal program dates to well before that date. First located in the old Berkeley Hotel building at 5 E. Washington, the barber shop was relocated to "relocation module D" on S. Clinton Street in 1973. From that location they had full view of the demolition of their former location in the Berkeley.

Image 57. Plaza Centre One – 125 S. Dubuque Street



(Image by AKAY Consulting, April 2018.)

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 67

Plaza Centre One (Image 57), a five-story brick office building at the northwest corner of College and Dubuque streets, was one of the first projects. It was completed in 1977 at a cost of \$2.5 million. The brick-faced, concrete and steel frame structure reflects the architectural trends prevalent in the late 1970s and early 1980s. The building's exterior design is characterized by its corner orientation, flat wall surfaces, lack of articulation of bays, fixed and tinted window glazing, horizontality created by the placement and form of the windows, and stepped brick sills. Designed by the Iowa City architectural firm of Hansen Lind Meyer, Plaza Centre One was the largest office building constructed as part of this controversial process replacing eight, two and three-story, late 19th commercial buildings. Among the more significant buildings razed to make way for this building's construction was the three-story mansard-roofed Odd Fellows Building at 129-131 S. Dubuque Street. It dated from 1882.

Straddling the Dubuque Street right-of-way on the south side of College Street, the Plaza Centre Hotel (Image 58) was completed in 1980. This site contained a series of two-story brick commercial buildings including the former Strand Theatre. When the nine-story hotel was opened, it was affiliated with the Holiday Inn national franchise and contained more than 200 rooms. It adjoined one of two multi-level parking ramps built during the 1980s as a part of the urban renewal effort. The steel frame and concrete building reflects the architectural and material trends of its construction date. The exterior character relies on its stepped form with 10-story tower, horizontal orientation established by the placement and linearity of the fenestration, and absence of applied ornamentation.

Image 58. Plaza Centre Hotel – 220 S. Dubuque Street



(Image by AKAY Consulting, August 2017.)

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 68

Integral to the Zuchelli, Hunter and Associates (ZHA) urban renewal plan was the development of a pedestrian mall (Images 59-62) along two blocks of College Street and one block of Dubuque Street. Officially named "City Plaza," the pedestrian mall grew to include the 50- by 150-foot Black Hawk Park at the southeast corner of Washington and Dubuque streets. Originally cleared during the urban renewal process when the Morrison Building was razed, the lot was one of several parcels improved by Project GREEN as a temporary park. When the west facade of the adjacent Paul-Helen Building was painted with a mural representing Chief Black Hawk, the park received its name. By 1979 when the park appeared on the list of properties slated for sale and redevelopment, protests rose from residents and students. The following year the city council adopted a policy making the temporary park more permanent. Formal action incorporating it into the pedestrian mall that it abutted came in 1984. The mural was lost, however, in permitting rehabilitation of the Paul-Helen Building with an entrance and windows in the west wall of the building on which the mural had been painted.

The three-block pedestrian mall was a downtown success almost immediately. With automobiles prohibited, spaces were created for people to interact, including a fountain at the intersection of College and Dubuque streets, shade trees, a variety of seating choices and landscaped walkways. It operated as planners had intended, serving as a centerpiece for both informal and planned downtown activities and events. Its intense use resulted in considerable wear and tear on the physical facilities of the mall and in 1999, two decades after the original City Plaza was completed, the city undertook a major overhaul. A play area was installed, the "Weatherdance" sculpture and fountain was introduced to the intersection of Dubuque and College streets, new light standards and street furniture inspired by 19th century designs replaced earlier elements, limestone replaced railroad ties, landscaping materials were changed in some instance, and Black Hawk Mini-park was formally integrated into the mall's overall design. Although cosmetically altered from its urban renewal period appearance, the pedestrian mall retains its original footprint and general character, which are the primary characteristics that define its historic function.

Image 59. Pedestrian Mall along College Street at Clinton – Summer 2017



(Image by AKAY Consulting, August 2017.)

United States Department of the Interior
National Park Service

Historic Resources of Iowa City
Name of Multiple Property Listing

Iowa
State

Section number E Page 69

Image 60. Pedestrian Mall along College Street at Clinton – Spring 2018



(Image by AKAY Consulting, April 2018.)

Image 61. Pedestrian Mall along S. Dubuque Street from E. Washington Street



(Image by AKAY Consulting, April 2018.)

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 70

Image 62. Pedestrian Mall along E. College Street

(Image by AKAY Consulting, April 2018.)

The single largest urban renewal project was undertaken outside of the CBD Survey Area. It involved the construction of a two-story interior shopping center on the two-square blocks south of Washington Street and west of Clinton Street. Adjoining the center, a second municipal parking ramp was built along Burlington Street between Clinton and Capitol streets. The Old Capitol Center was completed in 1985 by General Growth Properties, a leading national shopping center developer in the Midwest. When completed the shopping center included Younkers and J.C. Penney's department stores as anchor tenants as well as an assortment of national franchise retail shops and a multi-screen movie theater complex.

If there was doubt about the relationship between the University of Iowa and the Central Business District, the closing decades of the 20th century erased it. The T-intersection of Iowa Avenue and Clinton Street formed a historic backdrop for the territorial government and early state of Iowa, and later for its university. Old Capitol remained the symbolic center of the campus even as the hospital complex, dormitories and the law school were disbursed west of the river. Student demonstrations against the Vietnam War during the late 1960s began at this historic and symbolic intersection. On May 6, 1970, following the killing of four students involved in an anti-war protest on the campus of Kent State University in Ohio, a crowd of 400 gathered at the intersection of Clinton Street and Iowa Avenue to protest. The gathering turned violent, and large plate glass windows of the Iowa Book and Supply Store located on the first level of the Dey Building (8 S. Clinton Street) were easy targets. During the next several days sit-ins and demonstrations continued on the campus and in the downtown. Numerous buildings along Dubuque and College streets were damaged. On May 9th a fire at the Armory was falsely attributed to the anti-war demonstrations. The next day UI President Willard "Sandy" Boyd gave students the option to stay through final exams or leave due to safety concerns, and nearly 12,000 of the university's

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 71

18,000 students left. Sometime later the State Fire Marshall determined that the Armory fire was not arson but caused by a faulty electrical circuit.

As the war continued, protests at UI continued. On May 5, 1971, downtown demonstrations associated with the anniversary of the Kent State University student deaths were staged once again at Clinton Street and the Pentacrest. More than 100 law enforcement officers broke up a gathering of nearly 500 people and made arrests for rioting. The Iowa Book and Supply shop windows were once again targets. On May 8th the Daily Iowan student newspaper falsely reported that the Iowa City Civic Center was bombed. On May 14, university officials banned nighttime rallies on the campus.

The spring of 1972 brought downtown riots once again. On May 4 and 5, up to 3,000 people demonstrated in the downtown including vandalism and confrontations. The protests were followed on May 10 by a non-violent demonstration and a march from the downtown to Interstate 80 two days later. Iowa Governor Robert Ray charged the Iowa Highway Patrol with quelling violence, giving the protest activities state-level significance.⁹

Cessation of the national draft in January 1973 brought the end to spring demonstrations associated with the Vietnam War. In their wake, the university administration made plans to relocate and restore Old Capitol, while downtown merchants turned to downtown urban renewal to rehabilitate the image of downtown. The Dey Building continued to house Iowa Book and Supply, a major downtown bookstore, on its main floor and basement with professional offices on the upper level. The installation of a new storefront in the 1970s abandoned large plate glass windows that had been repeatedly damaged during protest demonstrations for small, safely ensconced display windows.

During the Urban Renewal and Redevelopment Era a growing share of the retail merchandising in the downtown catered to student buyers. Restaurants designed to accommodate meals-on-the-go and employ student workers abounded. The downtown became a center for all manner of ethnic and specialty eateries beginning with the Pizza House restaurant in 1958 at 127 College Street. A handful of well-known taverns like The Airliner (22-26 S. Clinton Street), Gabe's (330 E. Washington Street), and Joe's Place (115-117 Iowa Avenue) continued uninterrupted operations while others came and went. One bar known as the "C.O.D." located in the former C.O.D. Laundry at 211 Iowa Avenue and claimed to be the state's largest beer seller during the late 1970s.

By the turn of the 21st century, bagel shops, bakeries, ice cream shops and coffeehouses had surfaced. T-shirt shops and sport apparel replaced ladies ready-to-wear shops and hat stores. The only national franchise stores to remain in the downtown core blocks were fast-food restaurants. National or regional retailers such as Alden's, Montgomery Ward, Sears, J.C. Penney's and Seifert's left the CBD.

Today, Iowa City's CBD reflects the trends of a nationwide push to increase density and the pressures on retail business created by the dominance of online shopping. Construction of multiple steel and glass "tower" buildings has impacted the downtown's visual character relative to both scale and materials. While the quality of design and construction seen in these buildings is generally high, they do alter the historic character and have, for many, reawakened long held anxieties stemming from the earlier urban renewal period. Construction of smaller scaled, mixed-use (apartments-retail) buildings is occurring at the perimeter of the CBD with numerous four to seven story buildings rising south of E. Burlington Street and east on Iowa Avenue. These units typically cater to university students and the demand for such housing does not seem to be slowing, which presents some pressure on the CBD to respond to the demand. Multiple properties have been constructed within the district specifically to meet the demand for student and/or downtown housing.

⁹ Spriestersbach, O.C. The Way It Was: The University of Iowa, 1964-1999. Iowa City: University of Iowa Press, 1999, pp. 170-188.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 72

The 1898 two-story Vogel House at 229 Iowa Avenue was razed in 2001. The former boarding house was replaced by a seven-story, steel frame, concrete, and glass apartment building in a contemporized form of Modern architecture. The Vogel House Apartments opened in 2002 offering 600- and 900-square foot “fully furnished apartments with one glass-wall, a dishwasher, refrigerator, microwave, disposal and stove bringing rents of \$900 to \$1200 per month. The ground floor was arranged as retail space.”¹⁰

Image 63. Iowa Avenue – 2017

(Image by AKAY Consulting, August 2017.)

The 2002 Vogel House at the east end of this Iowa Avenue Block replaced the 1898, two-story residence of the same name. The 2004 Capitol Square Condominiums stand mid-block.

In addition to the Vogel House, Plaza Towers, and the Capital Square Condominiums were constructed in the early 21st century. Plaza Towers was built on an urban renewal parcel at the east end of the College Street section of the pedestrian mall that had for many years been a surface parking lot. The building’s construction in the downtown, on the pedestrian mall specifically, created controversy due to its scale and contemporary architecture. The building has since won important awards that recognize it as an innovative approach to property use – the building combines condominiums, a hotel, professional offices, a health and wellness business, a restaurant, and a grocery store. In most aspects it has ultimately been accepted as a positive contributor to the downtown, though opinions about its impact on the historic downtown remain divided.

¹⁰ “Building’s glass-encased style draws attention,” *Iowa City Press-Citizen*, September 02, 2002: 1.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City
Name of Multiple Property Listing

Iowa
State

Section number E Page 73

Image 64. Plaza Towers – 2017



(Image by AKAY Consulting, August 2017.)

In this view of Plaza Towers along S. Linn from Washington we gain one perspective of the building's impact on the downtown in terms of scale and materials.

The 2012 construction of Park @201, a 14-story glass tower on the pedestrian mall, made a major impact on the historic character of the downtown. Constructed at 201 E. Washington Street (former site of the ca.1975 Dain, Kalman & Quail Building, then occupied by Wells Fargo Bank and addressed as 114 S. Dubuque Street), the new building is sited across the alley from the 1881 commercial building at 118 S. Dubuque and adjacent to Black Hawk Park, with the National Register listed Paul-Helen next to the park on the Washington Street side. Like all of the tower-type buildings erected in the CDB, this building sparked considerable opposition.

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

Historic Resources of Iowa City
Name of Multiple Property Listing

Iowa
State

Section number E Page 74

Image 65. View of S. Dubuque Street looking south from Iowa Avenue with Park @201 in view



(Image by AKAY Consulting, August 2017.)

Image 66. View of E. Washington looking west from S. Gilbert with Park @201 and the Hotel Jefferson



(Image by AKAY Consulting, April 2018)

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 75

Image 67. View of E. Burlington looking east from S. Clinton Street

(Image by AKAY Consulting, August 2017.)

No historic resources remain on the 200 block of E. Burlington Street.

Significant challenges exist to successfully transition historic commercial buildings to contemporary retail standards. The alteration of commercial buildings to accommodate changing tenants and the demands of the consumer market is part of the history of the district. In the current retailing world, the requirements of space are greatly changed and finding a way of supporting businesses is central to retaining the district's historic buildings. Several successful alterations of commercial buildings have occurred in recent years including 118-120 E. College Street (Image 68), which houses retail in the storefront and The Film Scene in the upper story is one example of creative adaptive re-use.

Image 68. 118-120 E. College Street

(Image by AKAY Consulting, August 2017.)

Alterations made to the building to create a small theatre did not significantly impact the historic character of the façade and its relationship to the adjacent buildings and the pedestrian mall. In addition, establishment of the Film Scene brought an important amenity to the downtown and contributed to the district's economic viability.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 76

Image 69. 213 Iowa Avenue

(Image by AKAY Consulting, August 2017.)

Continued use and sympathetic rehabilitations of the historic Reardon Hotel building (center) has kept this early resource a viable business in the CBD. Mounting pressure for increased density along Iowa Avenue may jeopardize its future as well as that of the C.O. D. Laundry building seen at right.

Summary

At the turn of the 21st century, downtown Iowa City continues as the heart of the community. In 2001, the CBD Survey Area was described as “a relatively stable land use pattern that includes a core of commercial properties south of Iowa Avenue between Clinton, Burlington, and Linn streets bounded by a three-block section of the University of Iowa's downtown campus north of Iowa Avenue, a corridor of civic and institutional properties between Linn and Gilbert streets, and a well-defined transportation/parking ramp corridor along Burlington and Gilbert Streets.” That description is less true today due to the replacement of some 15 buildings with contemporary structures that deviate from the historic character of the district. Although most of those losses were the result of redevelopment efforts, fire took three buildings in the CBD including one of its most significant. In September 2011, fire destroyed the George and Harriet Van Patten House (ca.1874) at 9 S. Linn Street. The National Register listed Van Patten House was the only early residence retained in the CBD survey area. Its site remained vacant for several years, but in late 2017 construction of a seven-story tower building was underway.

Regardless of the reasons for demolition, losses in the CBD account for the diminished survey area between the 2001 and 2017 projects, a nearly complete lack of historic resources along E. Burlington Street between S. Clinton and S. Gilbert streets, and a visual character that is impacted by construction of contemporary buildings that contrast with the historic character in scale and materials.

United States Department of the Interior
National Park ServiceHistoric Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number E Page 77

The sometimes-heated, always passionate discussion about the value of historic preservation and the importance of growth and development continues in Iowa City. As is the case in communities across the country, those debates often become “us versus them” or “preservationist versus developer.” In Iowa City, that continuing conflict is a reflection of the city’s urban renewal program, which remains a vivid and painful memory for many. What results from the current tension between saving the old and building new remains to be seen, but it is clear that much that remains is worthy of protection.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number F Page 78

F. ASSOCIATED PROPERTY TYPES OF THE CENTRAL BUSINESS DISTRICT (1856-1984)**I. Property Type I: Architectural and Historical Resources of the Central Business District (1856-1968)****A. Description**

The historic resources in this property type are all located within the 9 square blocks included in the 2017 CBD Survey Area. All of the resources date from the period 1856 to 1968. The historic resources are principally commercial buildings. The exceptions are typical of those that would be expected in a moderate sized business district that has historically included diverse uses. Historic commercial buildings include theaters, banks, hotels, laundries, office buildings, mortuaries and retail commercial blocks. Public buildings include libraries and fraternal halls. One of the municipal buildings (the Old Post Office) is more than 50 years old. One residence (now commercial) is retained.

The physical integrity of resources in the survey area ranges from well-preserved, nearly original condition, to substantially intact with minor alterations, to very altered or nearly unrecognizable. Nearly all of the buildings in the CBD have been modified to some degree.

B. Significance

The historic resources for this property type represent noteworthy examples of vernacular commercial building forms from the late 19th through the early 20th centuries, as well as the work of trained architects. Important Midwest architectural firms and designers include Chauncey Lovelace of Iowa City, Proudfoot and Bird and their successor firm - Proudfoot, Bird & Rawson - of Des Moines, Dieman & Fiske of Cedar Rapids, Liebbe, Nourse & Rasmussen of Des Moines, Vorse, Kraetsch & Kraetsch of Des Moines, H.L. Stevens Co. of Chicago, Kruse and Klein of Davenport and J. Bradley Rust of Iowa City. Their work and that of other designers and craftsmen whose names are not known include examples of the Greek Revival, Italianate, Classical Revival, Beaux-Arts, Georgian and Modeme styles. The work of master metal workers employed by the Iowa City firm of Maresh & Holubar, one of the city's most important 19th century tin shops, is documented for several buildings and metal work on other buildings in the CBD is attributed to this firm.

Resources are associated with previous historic contexts developed in the MPDF "Historic Resources of Iowa City, Iowa" (1994), as well as the historic context for the "Central Business District, 1855 -1950." The resources demonstrate the growth and development of the Central Business District, including the impact of the University of Iowa on the establishment, evolution, composition, and economics of the CBD. The resources illustrate patterns of development that produced building booms, directed redevelopment after major downtown fires, and resulted in significant alterations along S. Dubuque Street in the 1870s and E. Washington Street in the 1880s and 1910s. The resources point to the role of Iowa Avenue as the center of commercial laundries, the evolution of E. Washington Street as the financial district, and the development of first Linn and later Gilbert streets as the location of civic and governmental buildings. On the whole, the resources of Property Type I illustrate the long and complex history of the Iowa City CBD and the significance of the resources retained.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number F Page 79

C. Registration Requirements

1. Area of Significance

Significant resources are found under National Register Criteria A, B and C or combinations of them. No examples were found for Criterion D, although recommendations for further study were made in cases where historic archeological remains may exist.

Criterion A: Properties and districts should be associated with important commercial development trends in Iowa City's Central Business District the development of civic and fraternal institutions in the city center. Individual buildings may be associated with other areas of significance including industrial development, ethnic history, education, the performing arts, religion, transportation and social history.

Criterion B: Properties should be associated with persons who made individual contributions to Iowa City's commercial history.

Criterion C: Individual properties should illustrate architectural styles, building forms, building types, materials, or construction practices that represent the various periods of commercial development in the Central Business District. Individual properties may be associated with a master designer, architect or craftsman. Historic districts should include collections of properties some of which may individually lack significance, but as a group demonstrate important trends in local or neighborhood development.

Criterion D: Properties that are likely to yield important information about commercial building practices. Significant elements under this criterion could include sub-surface evidence of earlier buildings such as foundations, cisterns, privies, waste pits, steam heating tunnels, etc.

2. Levels of Significance

Most properties will be found significant on a local level based on their association with downtown development. Consideration of the potential for significance at the state or national level should be undertaken on a case-by-case basis.

3. Integrity Considerations

Individually significant buildings or contributing resources in historic districts in commercial areas are likely to have been altered more than residential properties. It is expected that commercial buildings (theaters, banks, retail buildings, office buildings, hotels, garages and service stations and commercial laundries) retain their original appearance in terms of basic shape, proportions, rooflines and important features. The upper levels of their principal facade(s) should remain relatively unchanged in terms of placement and size of window openings, masonry detailing such as corbeling and cornice design. Easily reversible alterations, such as the addition of fire escape ladders, will not be defined as significant. The replacement of multi-pane sash with reconfigured windows is acceptable (e.g. 6/6 double-hung sash replaced by 1/1 double-hung sash), but changes in the shape or type of windows would be unacceptable (e.g. segmental arched double-hung sash by smaller, casement windows). Changes in window openings that are more than 50 years old will be evaluated on a case-by-case basis to determine their impact.

Greater change is acceptable for storefront levels on commercial buildings since these areas typically experience considerable change since the average life of a storefront in the United States only about ten years. The manner in which important storefront elements are treated will be evaluated. Such elements include the shop and/or upper level entrances,

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number F Page 80

transoms, shop windows, beltcourses, ornamentation and awnings. In general, modifications made to storefronts in commercial buildings more than 50 years ago will likely be considered significant in their own right if they have been preserved relatively intact. Sympathetic alterations to storefronts made within the past 50 years will not automatically preclude a building from being eligible for the NRHP. These more recent alterations will be assessed on a case-by-case basis to determine if they support or detract from a building's overall design elements and historic character.

Alterations made to convert the use of commercial buildings are also commonplace in central business districts. They will likely be considered insignificant unless they resulted in the loss of important interior public spaces. In summary, integrity standards for commercial buildings assume that they have, by necessity, evolved and changed through time. This organic quality of business districts provides a slightly different set of integrity expectations for buildings.

Integrity standards for building types in the CBD Survey Area other than commercial buildings anticipate somewhat less organic change. Integrity standards for public buildings such as the former public library, former post office, and fraternal halls anticipate a fair amount of organic development. These building types are expected to retain their original shape and proportions with original window openings (not necessarily original sash), doors and other important architectural features. Construction materials for foundations and walls should be original. The use of modern roofing materials is an acceptable alteration. In general, modifications made more than 50 years ago will be accepted as part of the historic appearance of these building types. Additions or wings will be accepted if they are located along a non-principal facade, have sympathetic design elements, are connected in a fashion that causes minimal alteration to the historic section of the building and are constructed of compatible building materials. The addition of exiting systems installed for public safety purposes should be located on non-principal facades. Treatment of entrances that have been altered to accommodate handicapped access will be evaluated on a case-by-case basis to determine their impact on overall design.

There is only one historic residence (now commercial use) remaining in the CBD Survey Area. Individually significant houses or contributing resources in historic districts should be relatively unaltered, retaining their original appearance in terms of basic shape, proportions, rooflines and important features. Principal facades should remain relatively unchanged with placement and size of window openings and primary entrances consistent with the original design. Residential buildings should maintain original porches though sympathetic modifications made more than 50 years ago will be accepted. The presence of unobtrusive additions on non-principal facades and modern roofing materials will not automatically preclude a building from being eligible for the NRHP. Alterations made to convert single-family residences to offices, retail shops, or apartment buildings will be assessed on a case-by-case basis to determine if the changes support or detract from a house's important design elements. Easily reversible alterations such as the addition of fire escape ladders will not be considered significant.

By definition, historic districts are collections of buildings that when considered as a group rather than individually possess a sense of time and place. They may share building type, style, form or material. They have a common period of significance that may extend through a few years or several decades. They consist of contiguous properties or multi-block areas with relatively few intrusions. The composite integrity for district resources (buildings and their setting) should be high.

Buildings within historic districts are divided by definition into two categories: non-contributing and contributing resources. Non-contributing resources are those buildings that do not share a common heritage with the district as evidenced in building type, architectural style(s), form, materials or period of significance. Non-contributing buildings are generally considered to be intrusive in nature and would not be missed if removed from the district. Non-contributing resources can also be buildings that do share a common heritage with the district, but lack sufficient historic integrity to contribute positively to the character of the district. Further, buildings less than 50 years old are generally considered non-contributing.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number F Page 81

Contributing resources are largely evaluated based on the integrity of their exteriors, which must remain generally very good. For example, changes in window and door openings, cornice and beltcourse trim, or storefront changes may be acceptable. The addition of fixed awnings and changes in signage would also be acceptable for most contributing buildings.

Individually eligible resources are counted under the contributing resource category. Integrity standards for individually eligible resources should be the same as those established for resources outside of historic districts, which require consideration of historic integrity on both the interior and the exterior. The integrity standard has some variation depending on whether the building is significant under Criterion A, Criterion B, or Criterion C, the latter having a higher standard. In any case, in order for a building to be individually eligible for listing on the National Register of Historic Places, the exterior must retain a high level of integrity with a minimum of alteration of character defining features including form, windows, style-defining details, and materials. Further, the interior must retain the characteristics that define its function, including significant spaces, finishes, stylistic elements, and related features. For example, a bank must retain a general sense of that historic function through retention of a lobby space and bank offices. If the interior was historically Classical Revival in style, decorative details and finishes that defined that style must be largely intact.

A final issue of building integrity involves moved buildings and relates equally to buildings being evaluated for individual significance or as a part of a historic district. Moved buildings are rarely found suitable for National Register listing. The assumption is that a move destroys a building's significance by altering its original setting and context. No moved buildings have been identified in the CBD Survey Area. However, research in other neighborhoods has shown that the practice of moving buildings of all sizes was well established by 1900 in Iowa City. During the subsequent 30 years, it served as a redevelopment technique used by various developers, contractors and many private property owners.

Because the practice of moving buildings in Iowa City was common, should future research identify relocated buildings they should not automatically be precluded from being eligible for the National Register. Instead, they should be evaluated on a case-by-case basis. Moves made more than 50 years ago should be treated as historic alterations giving importance to other selection criteria. Moves should be considered detrimental if they resulted in the loss of significant architectural elements.

II. Property Type II: Architectural and Historical Resources of Central Business District (1964-1984)***A. Description:***

The historic resources of this property type are all located within the 9 square blocks included in the 2017 CBD Survey Area. The resources of this property type are associated with the City of Iowa City's urban renewal program. Although the seeds of the Iowa City urban renewal program were sown in 1960, the first official act did not occur until 1964. Resources will date to 1964-1984, with those located within the 2017 survey area built between 1970-1984. The historic resources represented include commercial buildings, parking facilities, and one landscape feature (pedestrian mall). Commercial buildings include banks, hotels, office buildings, and retail commercial buildings. No public buildings, churches or fraternal halls date to this period. One apartment building dates to this period.

The physical integrity of resources associated with this property type is typically well preserved with some examples that include relatively minor alterations. No examples of severely altered buildings representing Property II are found.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number F Page 82

Alteration of the landscape resource has been undertaken, but the resource retains a good level of historic integrity specific to the characteristics most central to its significance.

B. Significance

The resources of this property type are all associated with the historic context of urban renewal, specifically in their association with the program undertaken in Iowa City, which is directly representational of the national trend. The planning process for the massive undertaking in Iowa City began in the 1960s, but the physical impact in the CDB survey area is marked by construction of the Things & Things & Things store in 1970 and the completion of the Holiday Inn in 1984. Although the resources derive their primary significance from that historic association, additional significance may exist in their representation of architectural styles, materials, and/or technologies representative of the period. Resources may also derive secondary significance in association with important Midwest architectural firms and designers including (but not limited to) Brooks Borg Skiles of Des Moines, H.L. Stevens Co., of Chicago, and Hansen Lind Meyer of Iowa City.

Buildings are associated with previous historic contexts developed in the MPDF "Historic Resources of Iowa City, Iowa" (1994), as well as the historic context for the "Central Business District, 1855-1984." They demonstrate patterns of growth and development in the Central Business District specific to the period of urban development in Iowa City (1964-1984) and the material, aesthetic, and commercial impact of urban renewal.

C. Registration Requirements**1. Area of Significance**

Although the resources derive their primary significance under Criteria A in association with urban renewal, additional significance under Criterion B and/or C may be considered in combination with Criteria A. No examples under Criterion D are associated with Property Type II. Additional evaluation should maintain awareness of potential historic archaeological remains in association with buildings that pre-date this property type on the same site.

Criterion A: Individual resources and districts should be associated with the urban renewal program undertaken in Iowa City from 1964-1984. The resources, be they buildings, structures, objects, or landscape elements, should be directly or indirectly associated with the City's official plan to raze, build, and redevelop the CBD for the purpose of rehabilitation. The resources, individually, and as part of the larger context of urban renewal, should demonstrate the purposeful connection to that context.

Criterion B: Properties should be associated with a person or persons who actively contributed to or participated in the Iowa City urban renewal program to a degree that impacted the urban renewal process or the resources that resulted from the program.

Criterion C: Properties should express architectural styles, building forms, building types, materials, technological advancements, or construction practices representative of the period from 1964-1984. Individual properties may be associated with a master designer, architect, or contractor-builder. Historic districts should include collections of properties, some of which may individually lack significance, but as a group demonstrate the impact of the urban renewal program.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number F Page 83

Criterion D: Properties that are likely to yield important information about commercial building practices. Significant elements under this criterion could include sub-surface evidence of earlier buildings such as foundations, cisterns, privies, waste pits, steam heating tunnels, etc.

Criterion Consideration G: Resources less than 50-years of age must meet Criterion Consideration G, which addresses properties achieving significance within the past 50 years that are of exceptional importance. The Iowa City program of urban renewal is representative of the national movement that transformed downtown commercial areas by razing large swathes of buildings and replacing them with new buildings, parking lots, parking ramps, and other features designed to restore economic vitality to communities in economic distress. The process of urban renewal left scars – both physical and psychological – in towns large and small. That was certainly the experience in Iowa City, where urban renewal created wide and painful schisms that remain to this day. However, in some cases and to varying degrees, urban renewal did indeed support stronger economies and bring new amenities to downtowns. Properties deriving significance in this association stand as important pieces in the history of Iowa City commerce and architecture, specifically as representatives of the impact of urban renewal in this community. The resources also stand as representatives of the larger program of urban renewal that played out in towns and cities across the county. As such, properties meeting the criterion standards noted and retaining sufficient historic integrity, are considered of exceptional importance in that historic association.

2. Levels of Significance

Most properties will be found significant on a local level based on their association with the Iowa City urban renewal program. However, the potential for significance at a state and national level should be evaluated given the widespread and deep impact made by urban renewal in town and cities across the state and nation. Consideration of significance beyond the local level would be particularly important specific to the pedestrian mall, which was a planning device commonly adopted as part of urban renewal programs, but rarely as successful as the example in Iowa City.

3. Integrity Considerations

Because the resources associated with this property type may date to less than 50 years of age, the standard for historic integrity is higher than that of resources not evaluated under Criterion Consideration G.

Typically, greater change is acceptable for storefront levels on commercial buildings. Because the average life of a storefront in the United States only about ten years, storefronts typically experience considerable change over time. The manner in which important storefront elements are treated should be thoroughly evaluated. Such elements include the shop and/or upper level entrances, transoms, shop windows, beltcourses, ornamentation and awnings. This remains true of commercial resources of this property type, in examples where a building configuration has not significantly departed from historic models.

Variation in building forms of this period, however, requires evaluation of integrity specific to that form as well as specific to arrangement of the façade elements, materials, fenestration types, and structural systems (in the case they contribute to the visual character).

Historic Districts and Individually Eligible Properties

The 2017 Central Business District Survey Area contains a total of 115 resources (114 buildings and one landscape feature). Of this total, 27 are less than 50-years of age and so not eligible relative to Property Type I and 10 were

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number F Page 84

constructed between 1970 – 1984 and are associated with Property Type II, leaving the remaining 17 resources that are less than 50 years of age categorized as non-contributing resources.

Of the 88 buildings dating to more than 50 years of age, 8 buildings are already National Register listed (one previously listed resource, the Van Patten House was recently razed and one, the Iowa State Bank & Trust, was recently listed) and 6 more appear to be individually eligible for listing in the National Register of Historic Places. Another 66 resources, while not considered individually eligible, have significant associations under Criterion A and/or Criterion C and retain sufficient historic integrity to convey the necessary sense of time and place to be considered contributing resources to a potential historic district. Due to a loss of historic integrity, the remaining 8 buildings are considered non-contributing resources to a potential historic district.

Using the criteria of the National Register of Historic Places for historic districts, one historic district was identified within the CBD Survey Area with two different Property Types: Architectural and Historical Resources of the Central Business District (1856-1968), and Architectural and Historical Resources of Central Business District (1964-1984).

The Downtown Historic District has an irregular boundary roughly defined by Iowa Avenue and the alley south of Iowa Avenue between Linn and Gilbert streets on the north, Clinton Street on the west and Gilbert Street on the east. The southern boundary runs from Clinton Street on the west along the alley through to S. Linn Street then north ½ block to E. College Street where it continues on to the east boundary at S. Gilbert Street. The district contains the best-preserved commercial buildings in the CBD including examples of Greek Revival, Italianate, Renaissance, Romanesque, Classical Revival, Georgian, and Moderne and Contemporary style building designs.

Built during a period of 128 years, these buildings tell a story as Iowa City's economic and social center. As with most organically developed business districts, its buildings express the individual taste of their builders, the architectural styles and aesthetics popular over a considerable period of time and the materials available for construction and subsequent remodeling. Urban renewal took dozens of historic buildings in the downtown area, including many within the potential historic district. The passage of time has revealed the significance of that period on the city's built environment allowing us to place the resources constructed within that 20-year period within the larger evolution of the downtown. More recent loss of historic resources has carved away at the edges of the downtown with some incursion within the potential district boundaries. Despite the losses and the new constructions, the district remains a unified architectural landscape representative of a 128-year evolution.

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

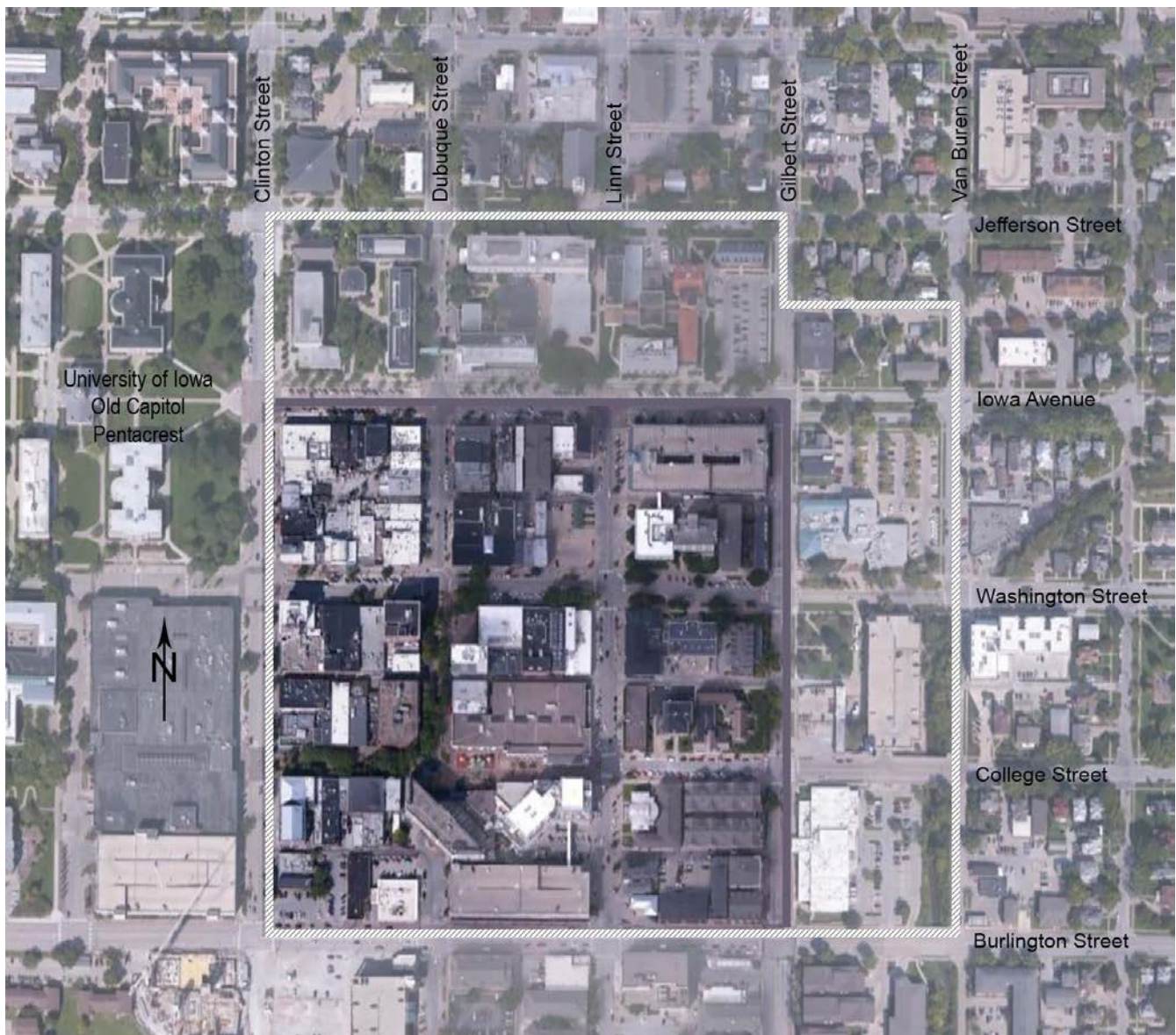
Iowa

State

Section number G Page 85

G. Geographical Data

The Central Business District Survey involved completion of an intensive level survey of 9 square blocks (Figure 03). The survey contained approximately 115 individual buildings in Blocks 61, 62, 63, 64, 65, 66, 80, 81 and 82 of the Original Town Plat of Iowa City. The CBD Survey Area extends from Clinton Street on the west to Gilbert Street on the east with Burlington Street as the southern boundary and Iowa Avenue as the northern boundary. The boundaries of the 2001 and the 2018 survey (white hatched and shaded, respectively) are indicated on the following map.

Figure 03. Survey Area Boundary Map – 2018

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number G Page 86

Properties in the Central Business District Survey Area

Existing site forms were updated for all previously evaluated buildings within the CBD Survey Area with an evaluation of existing conditions specific to historic integrity provided. Non-extant buildings were recorded, as were the recent constructions. Each site form contains recommendations for a building's contributing or non-contributing status in a potential Downtown Historic District.

Note: Those buildings which lack sufficient integrity to be considered individually eligibility, but which bear additional significance due to: rarity of property type or architectural style; their integral relationship to an intact streetscape so that its loss would negatively impact adjacent resources; and/or bear local historical significance are identified as Key (K) contributing resources.

Table 01. Properties in the Central Business District 2017-18 Survey Area

Site Number	Address	Historic Name (Common Name)	Built Date	Status
	E. Burlington Street			
52-04068	120	Montgomery Ward & Co. Farm Store	ca.1930	C
54-05431	304	(Commercial/Mixed-Use Building)	2016	NC
52-04064	310-318	(Commercial Building)	1986	NC
52-00763	320-322	(Commercial Building)	1992	NC
52-04063	340	(Commercial Building)	1986	NC
	S. Clinton Street			
52-01938	8 (105 E. Iowa Avenue)	Dey Building (Iowa Book & Supply)	1917	C/K
52-01051	10-14	Coast & Sons Building	1892	C/K
52-01052	16	Namur Bakery Building (McDonald Optical)	ca.1874/ ca.1884	C/K
52-01053	18-20	Commercial Building	ca.1874/ ca.1944	C/K
52-01055	22	The Airliner	ca.1888/ 1950	C/K
52-01057	24-26	Racine's Cigar Store No. 3	ca.1874	C/K
52-01058	28	Ewers Men's Store	ca.1874/ ca.1923	C/K
52-01059	30	Bloom-Ries Building (Moses Bloom Clothing Store)	ca.1870	C/K
52-01060	32	Whetstone Building	ca.1868	C/K
52-01063	102	Iowa State Bank & Trust (Johnson County Savings Bank)	1912	NRHP
52-04075	114	Strub Building (Roshek's Department Store)	1865/ ca.2005	NC
52-04074	124	Hawkeye Barber Shop	1979	C
52-01069	130	Things & Things & Things building	1970	C
52-04072	132	Bill Hill Music Studio	1971	C
52-04040	210-212	(Safeway 2000 Building/Joseph's)	2000	NC
52-04070	224	Commercial Building	1955/	NC

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number G Page 87

		(Bread Garden)	1995	
52-01071	226	Carson & Thatcher Motor Co.	ca.1905/ 1980s	NC
	E. College Street			
52-05432	E. College from Clinton to Linn St. and S. Dubuque from College to Iowa Ave.	City Plaza (Ped Mall)	1978-79	C
52-01070	103 (208 S. Clinton Street)	Savings & Loan Building	1877/ 1940	C/K
52-04093	109	Dooley Block (west bay)	ca.1874/ 1929	C/K
52-04085	110	(Commercial Building)	ca.1968	C
52-04086	112	(Commercial Building)	ca.1915	NC
52-01087	114-116	Schneider Brothers Furniture Store	1893	C
52-04091	111-113	Sears, Roebuck & Co. Building (The Field House)	1929	C/K
52-01088	115	Dooley Block (east bay) (Gringo's)	ca.1895/ 1929	C/K
52-04090	117-123	Crescent Block	ca.1895	C/I
52-04087	118-120	(Commercial Building)	ca.1874	C
52-01089	125	College Block Building	1878	NRHP
52-04088	128 (125 S. Dubuque Street)	Plaza Centre One	1977	C
54-05434	309	Crepes De Luxe Cafe	2001	NC
52-01095	312	Iowa City Masonic Temple	1913	C/I
52-01096	320	Trinity Episcopal Church	1871	NRHP
52-04059	325-393	(Commercial Building)	1996	NC
	S. Dubuque Street			
52-01545	1 (127 E. Iowa Avenue)	Park House	1867	C
52-01546	2-4	Market Hall	1873/ ca.1947	C
52-01548	5	F.J. Epeneter Building (north half)	1883	C
52-01549	6-8	Ham's Hall (north two-thirds)	ca.1873/ ca.1930	C
52-01550	7	F.J. Epeneter Building (south half)	1873	C
52-01551	9	Patterson Block (north half of north half)	1879/ 1899/ 1982	C
52-01552	10	Ham's Hall (south one-third)	1870	C
52-01553	11	Patterson Block (south half of north half)	1879/ 1899/ 1982	C
52-01554	12	Commercial Building (Sports Column)	ca.1870	C
52-04094	13-15	Prairie Lights Book Store	1983/ 1993	NC

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number G Page 88

52-01556	14	Mueller Block (Sports Column)	ca.1910	C
52-01554	16	Mueller Block	Ca.1910/ 2001	NC
52-01557	17	J.J. Stach Saloon	ca.1876	C
52-01558	19-21	Scanlon Saloon/ Maresh & Holubar Tin Shop	1874	C
52-01559	23	Commercial Building	1879/ 1951	NC
52-0543X	109	(Textiles)	TBD	C
52-01561	111	Commercial Building	1860	C
52-01562	115	Franklin Printing House	1856	NRHP
52-01564	118	Commercial Building	1881	K
52-01567	124	Iowa Theater	ca.1937	C
52-04065	220	Holiday Inn (Sheraton Hotel)	1984	C
54-05430	229	Dubuque Condominiums	2015	NC
	E. Iowa Avenue			
52-01940	113-115	Bashnagel Building	ca.1875	C
52-01941	117	Studio Tea Room	ca.1922	C
52-05436	119	Commercial Building	2004	NC
52-01943	121	Brunswick Hall	1890	C
52-01944	211	C.O.D. Steam Laundry Building	1895	C/K
52-01945	213	Reardon Hotel	ca.1900	C/K
52-05423	219	Capitol Square Condominiums	2002	NC
52-05428	225	Brueggers Bagel Bakery	2011	NC
52-05425	229	Vogel House	2001	NC
52-04039	325	Tower Place & Parking Facility	2000	NC
	S. Linn Street			
52-02225	13-15	W.P. Hohenschuh Mortuary	1917	C/K
52-02227	28	Old Post Office	1904/ 1931	NRHP
52-02228	104-116	O'Leary Velie Garage/ Iowa Apartment Building	ca.1918/ 1924	C
52-02229	122	Meardon Building	1977	C
52-05429	123	Iowa City Public Library	2004	NC
52-05426	201	Plaza Towers/Hotel Vetro	2004	NC
52-02230	218 307 E. College Street	Iowa City Public Library (Carnegie)	1903/ 1968	C/I
52-04054	220	Commercial Building	1949	NC
52-02231	224	Residence	1888	NC
52-04055	225	Dubuque Street Parking Ramp	1980	NC
	E. Washington Street			
52-02800	109	Hands Jewelry Building	1910/ 1969	C
52-02804	110	Western Union Building	ca.1928	C
52-02805	112	Commercial Building	1900	C
52-02806	114-116	Commercial Building	ca.1874	NC

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number G Page 89

52-02807	111-117	Younker's Department Store	1951	C
52-02808	118	Commercial Building	ca.1874/ ca.1968	C
52-02809	120	Bremer's Building	1962	C
52-02810	121	S.S. Kresge Co. Building	1933	C
52-02811	124	Commercial Building	1933/ NEED	C
52-02812	126	Commercial Building	ca.1874	C
52-02813	128	Arcade Building	1874/ 1927	C
52-01487	129-131	Hotel Jefferson	1913	C/I
52-02814	132	Pryce & Schell Building	ca.1879	C
52-05427	201	Central Park Bldg. (Glass Tower)	2012	NC
52-02815	202-214 (20-28 S. Dubuque Street)	First National Bank	ca.1870/ 19Need/ 1994	C/K
52-02816	207	Paul-Helen Building	1913	NRHP
52-02818	216	Stillwell Building	ca.1880	C/K
52-02819	218	IXL Block (west bay)	1883	C/K
52-02820	220	IXL Block (center bay)	1883	C/K
52-02821	221	Englert Theatre	1912	NRHP
52-04053	223-225	Commercial Building	ca.1910	C
52-04052	227	Commercial Building	ca.1940	C
52-02823	228	First National Bank Drive-In Bank	1962	C
52-04051	229	Meacham Travel	1971	C
52-02824	319	Iowa City Press-Citizen Publishing	1937	C/I
52-02825	320	Ecumenical Housing	1980	NC
52-02827	325	B.P.O.E. Hall	1909	C
52-05433	328	The Abby Apartments	2011	NC
52-02829	330	ACT Building (Gabe's)	1956	C
52-02826	332	Boerner-Fry Company/Davis Hotel	1899	NRHP

**United States Department of the Interior
National Park Service**Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number H Page 90

H. Summary of Identification and Evaluation Methods

This update of the 2001 amendment to the Multiple Property Document Form (MPDF) "Historic Resources of Iowa City, Iowa" was completed under the authority of the City of Iowa City, Iowa and the direction of the Iowa City Historic Preservation Commission. Funding was provided by the City of Iowa City. This amendment serves as the final report for the Iowa City Central Business District Study, one of a series of ongoing neighborhood studies being completed by the Iowa City Historic Preservation Commission in response to recommendations contained in the "Iowa City Historic Preservation Plan" adopted in 1992 by the City of Iowa City.

Alexa McDowell of AKAY Consulting, Minneapolis was retained by the City of Iowa City to complete this update of the 2001 survey and MPDF. McDowell served as principal for the project in the capacity of both historian and architectural historian. McDowell holds a B.S. in art and design and an M.S. in preservation studies with post-degree studies in American history from Iowa State University. She has completed similar survey and evaluation/National Register nominations in Fort Dodge, Mason City, Cedar Rapids, Northwood, and Belle Plaine – all in Iowa. AKAY Consulting research assistant Hannah McDowell completed the photography work during the summer of 2017.

Bob Miklo, Senior Planner and Jessica Bristow, Historic Preservation Specialist from the City of Iowa City's Planning Department, coordinated work on the contract on behalf of the Historic Preservation Commission. Ginalie Swaim, chair of the Iowa City Historic Preservation Commission contributed to public workshops and to completion of the report document. City intern Sylvia Boechner prepared reference maps of the CBD as well as parcel maps for the MPDF.

Work on the CBD update survey was completed during a 12-month period that began in June 2017 and concluded on May 31, 2018. A public information meeting was held in September 2017 to explain the survey process, answer questions and invite downtown business people and interested residents and property owners to engage in the project. An informational meeting for business people was held in November 2017 to provide information specific to the interests of that group, including a discussion about the benefits of registration, potential financial incentives, and perceived issues. A final public meeting was held in late May 2018 to review the project, present its findings, and facilitate discussion about next steps.

Fieldwork on the survey began in August 2017 with completion of digital photographs for each property, indication of buildings lost and constructed since the 2001 project, and evaluation of current historic integrity. Existing site forms were updated to reflect current conditions and new site forms were created for resources constructed subsequent to the 2001 project.

The content of the site forms was reviewed with descriptions and images updated. Historical narratives were also reviewed, some revised based on additional historical documentation (typically derived from newspapers and city directories which are now available in digital, searchable form). In many cases, historic images and, when helpful to support the building history, fire insurance maps were added to the site forms.

Additional research was conducted to support the expanded context of urban renewal. Local newspaper sources, topical publications, and city documents were reviewed to determine the national context and the place of the Iowa City program within it.

Using the information gathered in the field and archival research, the development of the CBD was considered and individual properties assessed to determine their likely eligibility for the National Register. The Secretary of the Interior's Standards for Identification and Evaluation, National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation, National Register Bulletin 16A: How to Complete the National Register Registration Form, National Register Bulletin 16B: How to Complete the National Register Multiple Property Documentation Form and Iowa's Survey Procedures and Guidelines Manual were used in these assessments. Once individual eligibility had been identified, a second evaluation was made to determine whether a building was likely to contribute to the significance of a potential historic district or conservation district for the Downtown.

Of critical importance in both individual and district assessments was the issue of building integrity. The assessments were based on knowledge of the existing condition of each of the properties and made with an understanding of building modification practices typically used in other parts of Iowa City. Integrity considerations also were formulated to be compatible with the City of Iowa City's present local historic district and historic landmark ordinances.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number H Page 91

Copies of the draft report was circulated to members of the Iowa City Historic Preservation Commission and reviewers familiar with the downtown.

United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number I Page 92

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United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number I Page 93

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United States Department of the Interior
National Park Service

Historic Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number I Page 94

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United States Department of the Interior
National Park ServiceHistoric Resources of Iowa City

Name of Multiple Property Listing

Iowa

State

Section number I Page 95

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