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NPS Form 10-900
(Expires 5/31/2012)
Wisconsin Word Processing Format (Approved 1/92)

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

United States Department of Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Baeten, John, Store Building
other names/site number

2. Location

street & number 620 George Street N/A **not for publication**
city or town De Pere N/A **vicinity**
state Wisconsin **code** WI **county** Brown **code** 009 **zip code** 54115

3. State/Federal Agency Certification

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

Jim Draeger 6/24/14

Signature of certifying official/Title Date

State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

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

Signature of commenting official/Title Date

State or Federal agency and bureau

Baeten, John, Store Building	Brown	Wisconsin
Name of Property	County and State	

4. National Park Service Certification

I hereby certify that the property is:

✓ entered in the National Register.
___ See continuation sheet.
__ determined eligible for the National Register.
___ See continuation sheet.
__ determined not eligible for the National Register.
___ See continuation sheet.
__ removed from the National Register.
__ other, (explain:)

Edson N. Beall — 8-8-14

Signature of the Keeper — Date of Action

5. Classification

Ownership of Property
(check as many boxes as as apply)

X private
public-local
public-State
public-Federal

Category of Property
(Check only one box)

X building(s)
district
structure
site
object

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

contributing	noncontributing	
1		buildings
		sites
		structures
		objects
1	0	total

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)
COMMERCE/TRADE/department store

Current Functions
(Enter categories from instructions)
COMMERCE/TRADE/specialty store

7. Description

Architectural Classification
(Enter categories from instructions)
LATE VICTORIAN

Materials
(Enter categories from instructions)
foundation STONE
walls BRICK
roof ASPHALT
other METAL

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

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

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

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

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

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

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

Property is:

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

_ B removed from its original location.

_ C a birthplace or grave.

_ D a cemetery.

_ E a reconstructed building, object, or structure.

_ F a commemorative property.

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

Areas of Significance
(Enter categories from instructions)

Architecture

Period of Significance

1903-1914

Significant Dates

1903
1914

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Jansen, P. and H. Derks (masons)

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

Baeten, John, Store Building — Brown — Wisconsin

Name of Property — County and State

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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

Primary location of additional data:
- X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- X Other

Name of repository: White Pillars Museum, De Pere

10. Geographical Data

Acreage of Property Less than one acre

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

	Zone	Easting	Northing
1	16	415890	4922250
2			
3			
4			

☐ See Continuation Sheet

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

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

11. Form Prepared By

name/title	Timothy F. Heggland/Consultant for the De Pere Landmarks Commission			**date**	September 10, 2013
organization				**telephone**	608-795-2650
street & number	6391 Hillsandwood Rd.			**zip code**	53560
city or town	Mazomanie	**state**	WI		

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

Photographs Representative black and white photographs of the property.

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

Property Owner

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

name/title
organization
street & number
city or town **state** **zip code**
date
telephone

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

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

DESCRIPTION

The John Baeten Store Building is an excellent, highly intact, Commercial Vernacular Form, two-story-tall building that was constructed in 1903 and expanded in 1914. Its original owner was John Baeten, and it replaced an older wood building that he occupied on the same site since 1894. Located in the heart of the historic downtown, this building is one of De Pere's most intact early twentieth century commercial buildings. The original portion of the Baeten building has a rectangular plan and a principal façade that faces north onto George Street, one of De Pere's most important historic commercial thoroughfares. This portion of the building measures 60.25-feet-wide by 61-feet-deep and it rests on stone foundation walls that enclose a full basement story. The exterior walls that rest on this foundation are constructed out of red brick laid up in American Bond and its principal north-facing facade retains its historic arrangement of storefronts flush along the façade wall and its centered recessed entry. The façade is crowned by a tall, highly intact corbelled brick parapet wall whose cornice still retains its original sheet metal ornamentation. This cornice hides the building's very gently sloping rolled asphalt-covered main roof from view. In 1914, Baeten added a one-story-tall brick-clad addition across and extending beyond the entire width of the rear facade which gave the building its current L-plan configuration. Fortunately, the Baeten Building is in largely original condition today, its exterior in particular having retained most of its historic appearance.

The city of De Pere is located in Brown County on both sides of the Fox River. The river divides the city into east and west sides, both of which saw the evolution of historic nineteenth century downtown commercial districts. On the east side of the river, the Baeten Building is one of the most important resources in the downtown, which consists of a fine collection of nineteenth century and early twentieth century commercial buildings. These buildings form both the historic and the present commercial core of this small city.[1] The downtown is situated on level land in the heart of the city and comprises the buildings that line both sides of a three-block-long stretch (the 100 and 200 blocks of North Broadway and the 100 block of South Broadway) of north-south-running Broadway, and the 300-600 blocks of both sides of east-west-running George Street.[2] Historically, George Street and Broadway were the busiest, most important commercial thoroughfares on the east side of De Pere and have always been lined with the major commercial establishments. These buildings almost all have main facades that abut the concrete sidewalks; curbs line these two thoroughfares and the only greenery is provided by small trees that have recently been planted along the right-of-way. Most of the historic commercial buildings in the downtown are examples of late nineteenth century and early twentieth century Commercial Vernacular form and Twentieth Century Commercial style designs, faced in brick. The downtown also contains a largely intact stone-clad Neo-Classical Revival style bank, a smaller stone-clad Beaux Arts style bank and several Italianate style examples. Of these Commercial Vernacular buildings, the John Baeten Store Building is one of the finest and most intact.

[1] The population of De Pere in 2010 was 23,800.
[2] The east side of the 100 block of S. Broadway is listed in the NRHP as the South Broadway Historic District (1/21/2010).

The John Baeten Store Building occupies an L-shaped corner parcel that is located on a rectangular plan city block that is bounded by South Superior Street to the east, George Street to the north, South Michigan Street to the west, and Charles Street to the south. The main facade of the Baeten building faces north onto George Street and abuts a concrete sidewalk. The other side of the sidewalk is edged with a concrete curb and gutter. The building's east-facing South Superior Street side consists of the side of the original block and also the main façade of the 1914 addition. These also abut a concrete sidewalk and the other side of the sidewalk is edged with a concrete curb and gutter, although this sidewalk widens as it gets closer to George Street. A new flower garden has been planted between the sidewalk and the curb. The Baeten block was originally free-standing but the first story of the west-facing side of this block is now completely covered by an adjacent, one-story-tall building. Nevertheless, the four original second story windows of this side are still visible as is the cream brick cladding. The Baeten building's south-facing rear faces onto a paved parking lot that it shares with the neighboring buildings to the west. The first story of the rear facade of the original block is completely covered by the 1914 addition which spans the full-width of the rear facade of the original block and the full width of the rear facade of the building next door to the west, which was built sometime after 1914. The cream brick second story of the rear facade of the original block is still visible and several door and window openings have been altered.

Main (North) Facade

The 60.25-foot-wide, two-story north main facade of the Baeten building rests on a foundation that is constructed out of a coursed stone blocks and the wall surface above it is clad in red brick. The organization of the asymmetrically designed first story of this facade is somewhat atypical of buildings of its time, type, and use. The first story consists of two unequal width storefronts that are separated from one another by a deeply inset bay that houses three entrances. The two outer doors serve the two stores, while the middle door provides access to the second story apartments. The second story contains six evenly spaced windows that provide light to the apartments, and the façade is terminated by a parapet wall.

The two ends of the first story of the facade are of red brick, forming a frame, within which are the storefronts and entrances. The original components of the storefront are the metal lintel with rosettes, the ornamented cast iron columns that divide the wall plane, and the large foundation blocks. The 27-foot-wide left-hand (east) storefront is the larger of the two and it consists of two unequal parts: the left-hand part has four display windows and the right-hand part has two display windows. Both of these parts also have very large transoms placed above them and these transoms contain four and two lights, respectively. The transom lights are as wide as the display windows below them but are not as tall. These two parts are separated from one another by a cast iron column that has a base, a capital, and a flat, fluted surface. A second column of identical design forms the right-hand (west) edge of the smaller of these two parts. The display windows and the transom lights that comprise this storefront

are modern double-glazed lights enframed with wood muntins and the bulkheads below them are infilled with dressed stone blocks creating a continuous stone foundation.

The deeply inset 15-foot-wide rectangular plan bay that contains the building's principal entrance is placed between the two storefronts and its east and west sides consist of single display windows, both with large transoms above. The three doors are evenly arrayed across the rear (south) wall of the bay, which is fashioned of wood panels and given a paneled appearance by having rectangular moldings applied to the wall surface between and above the doors. Each of these doors has a simple wood surround and the doors themselves consist of a single large light that is framed with oak. The left and right doors open into their respective stores. The middle door serves the second story apartments and opens into a stair hall. Additional light is supplied by a one-light window placed on the wall directly above this door. The floor of this bay consists of a large dressed stone slab while the ceiling is covered in elaborately decorated sheets of stamped metal that echo the similar ceilings that are still found in the adjacent stores.

The 18.25-foot-wide right-hand (west) storefront is the smaller of the two and has four display windows that have four large equal-width transom lights above them. The lights in this transom are as wide as the display windows below but not as tall. A cast iron column that has a base, a capital and fluted, flat surfaces forms the left edge of this storefront. The display windows and the transom lights that comprise this storefront are modern double-glazed lights framed with wood muntins and the bulkheads below are infilled with dressed stone blocks creating a continuous stone foundation.

Both of these storefronts and the inset entrance bay are placed beneath a nearly full-width four-piece cast iron lintel decorated with cast iron rosettes. This lintel is supported by the three cast iron columns described above.

The existing storefronts are an alteration, undertaken at an unknown date but based on available information, scale and materials, sometime in the last twenty years. The display windows have been replaced by modern ones of a different design but the original display window openings and their supporting cast iron columns are still intact. An historic photograph shows the original storefront configuration consisted of large plate glass windows. There were three windows to the left of the entrance and three windows to the right of the entrance. Each window was a single piece of glass extending from the foundation to the lintel. The canted sides of the recessed entry also had these plate glass display windows. Stone foundation piers alternated with recessed voids at grade.

The second story of this façade contains six evenly distributed segmental-arched window openings, all of which have roughly dressed stone sills and corbelled brick head molds. The head molds are linked to one another by a corbelled brick belt course that extends across the full width. Each of these window openings contains a one-over-one-light double hung wood sash window with a transom above

that is filled with a single frosted glass light. The façade is then crowned by a brick parapet wall that has corbelled brick denticulation placed below a sheet metal fascia. The fascia is ornamented with a repeated garland pattern having a name and date panel in its center that reads "19 J. Baeten 03." The parapet is then terminated with a molded sheet metal cornice.

Side (East) Facade

The 88.50-foot-wide east side of the Baeten building consists of two parts, the 61-foot-wide two-story side of the original block and the 27.50-foot-wide one-story elevation of the 1914 addition. The façade of the original block rests on a foundation constructed of dressed stone blocks and the wall above is clad in red brick. The first story contains a single small rectangular window that is located at the midpoint of the elevation. There is also a door opening located at the extreme left (south) side. It is rectangular, having been altered from its original arched form and opens into a deeply inset entrance vestibule. The vestibule has a concrete floor, board-and-batten siding, and has a modern ten-panel wood door placed in its south-facing wall.[3]

The second story is six-bays-wide and nearly symmetrical; the two right windows are set slightly further apart. Its design is a continuation of the main façade's second story. All six of these bays contain a single segmental-arched window opening having roughly dressed stone sills and corbelled brick head molds. The head molds are linked to one another by a corbelled brick belt course that extends across the full width of the wall. Each window opening contains a one-over-one-light double hung wood sash window and rectangular transom above filled with a single frosted glass light. The façade has a brick parapet wall with corbelled brick denticulation below a sheet metal fascia. The fascia is ornamented with a repeated garland pattern and the parapet is then crowned with a molded sheet metal cornice.

The 27.50-foot-wide east side of the 1914 addition is one-story and rests on a shallow foundation. The foundation is of roughly dressed stone blocks and the wall surface above is clad in red brick of a slightly different shade than the brick used in the original building. Today, this elevation contains a flat-arched door opening located at the extreme right (north) side. The opening leads to a deeply inset entrance vestibule with a concrete floor, board-and-batten siding, and a modern ten-panel wood door in its east wall. Placed just to the left of this entrance is a later, nearly square window opening that contains a single fixed light. Originally, this elevation consisted of a large storefront. Historic photos show it having paneled bulkheads below two large display windows located to the left of a deeply inset entrance. This storefront has been removed, and except for the door and window described above, has been bricked in. The cast iron lintel that was originally associated with this storefront is still in place. Also extant is a decorative brick panel inset into the wall above the lintel. The elevation

[3] To the right of this door there was a segmental-arched basement level window and to the right of that was a segmental-arched door opening. Both of these openings have now been bricked in.

is surmounted by its original brick parapet wall, which has corbelled brick decoration below the molded sheet metal cornice that crowns the elevation.

Rear (South) Facade

The 93.50-foot-wide south elevation of the Baeten building also consists of two parts: the 60.25-foot-wide, two-story rear of the original block and the 93.50-foot-wide one-story rear of the 1914 addition. The original appearance of the rear elevation of the two-story main block is not known and its first story is now completely covered by the 1914 addition. The second story is still visible, is asymmetrical and four-bays-wide. The left (west) bay contains an original segmental-arched window opening that now contains a later double hung window. To the right of this window is what appears to be a modern door that opens onto the roof of the addition and two more modern window openings are placed to the right of this door. In addition, there is an original segmental-arched window opening located to the right of these two windows which has been bricked in. The original wall surface was clad in cream brick and the second story still is, except for the shallow uppermost portion which is of red brick.

The 93.50-foot-wide rear elevation of the 1914 addition is one-story and rests on a shallow foundation of roughly dressed stone blocks. The wall surface above it is clad in red brick laid in common bond that is slightly different in color from the brick used in the original building. That this addition is actually wider than the original block reflects the fact that in order to expand his business, Baeten apparently purchased the unused land located behind the two buildings west of his original block. Sanborn-Perris maps show that this addition constituted a store of its own and Baeten's land purchase allowed him to build his addition to extend beyond the rear of the original block.[4] The original appearance of the rear of this addition is uncertain but was strictly functional in design, had no decorative elements, and contained only those window and door openings that were necessary. Today, several original openings have been bricked in and others have been inserted, including two door openings in the left (west) portion of the elevation and a door and two small rectangular window openings in the right portion. The uppermost portion of the wall surface is angled and follows the slopes of the roofs above the left and right portions of this façade, which are so arranged to slope downward to the west and east, toward the center of the elevation to facilitate drainage.

Side (West) Facade

The 88.5-foot-wide west side of the Baeten building consists of two parts: the 61-foot-wide, two-story side elevation of the original block and the 27-foot-wide one-story elevation of the 1914 addition. The original appearance of the side of the main block is not known and its first story is completely covered by the building located next door to the west. The second story is intact and has four segmental-

[4] Fire Insurance Maps of De Pere, Wisconsin. New York: Sanborn-Perris Map Co., 1925.

arched window openings arrayed evenly across its width. The openings contain modern one-over-one double hung windows. The wall surface is clad in cream brick, except for the uppermost portion of the wall which is of red brick.

The west-facing side of the 1914 addition is completely covered by the building next door.

Interior

The original interior layout of the first story of this building is intact. The original 1903 interior consisted of two unequal size stores oriented front-to-back. These stores were separated from one another by a five-foot-wide partitioned space containing the stair hall to the second story apartments.[5] The wider left (east) store was divided in two longitudinally by a party wall that had openings cut into it that permitted shoppers and staff to move between the two halves. The floor is of narrow hardwood boards, the walls are plastered, and the very tall ceiling is covered in decorative pressed steel plates. The ceiling in each half of the store has its own center field surrounded by a decorative border. Historic photos show that the walls were covered with shelving and there were large display counters in both sides of the store. With the exception of the shelving and the display counters, which have been removed, other historic features remain.

The narrower right (west) store was originally treated in the same way but this store has been altered and modernized. While it still retains its narrow board hardwood floor, most of its other features, including most (but not all) of its pressed steel ceiling, have been covered with dry wall.

The long, narrow 1914 addition that was added across the rear of the building originally contained a separate store. This store was divided into three rooms, each of which opened into the next, and each had its own pressed steel ceiling. This store also had a narrow board hardwood floor and plastered walls and these are intact as are the pressed steel ceilings. In addition, the north walls of the two left (east) rooms both now open into the store space of the original building but it is not known if this was always so.

The stair hall has a closed design. The staircase has a straight run that ascends to a large second story hall with doors opening into it from the three surrounding apartments. A short, original varnished wood balustrade that has a paneled newel post lines the upper edge of one side of the top of this staircase. This irregular plan hall retains its original narrow hardwood board floor and original tall wood baseboards. Some of the original plastered walls are now covered in drywall and there is a suspended modern ceiling. In addition, the doors to the apartments are also modern.

[5] It is not known if there were ever any door openings connecting the two stores; if there were, the connection would have been located beneath the staircase.

The largest of the three second story apartments covers the whole of the larger of the two stores below; this apartment was occupied by John Baeten and his family. This apartment retains its original narrow board hardwood flooring and much of its interior trim. A number of its original five-panel wood doors are intact, but some of the partition walls in this multi-room apartment appear to have been altered over time and the original layout plan is not certain.

Only this apartment was available to view.

Integrity

Despite the storefront alterations and the infill at the rear addition, the John Baeten Store Building remains remarkably intact and stands out as one of the best examples within the local context of turn of the twentieth century commercial buildings. The property's historic identity is easily discernible and it retains physical characteristics that define the building as being from its historic period.

Contributing to the building's integrity is the largely extant interior. Floors, walls, and pressed steel ceilings in the larger of the two stores are intact. The floor and part of the ceiling in the smaller of the two stores, and the floors and ceilings in the 1914 store are also intact. Likewise, much of the interior of the largest of the three second-story apartments is intact.

SIGNIFICANCE

The John Baeten Store Building, built in 1903, is architecturally significant as a highly intact commercial building from the turn of the 20th century. It is located on George Street, which, in 1903, was one of the principal thoroughfares in De Pere's downtown commercial district. The building was considered to be one of De Pere's best commercial buildings when it was completed. The two stores on the first story of the original block have been continuously occupied by commercial operations since the building was completed. Currently two stores occupy the first floor. The second story contains three apartments, including Baeten's own. The John Baeten Store Building is well maintained by its current owners and is George Street's finest, most intact historic commercial building.

The John Baeten Store Building is located in the historic commercial core of the city of De Pere and was identified as having local significance under National Register (NR) Criterion C (Architecture) in the City of De Pere Intensive Survey, which was undertaken in 2001.[6] The John Baeten Store Building is locally significant as a fine and unusually intact example of a Commercial Vernacular Form building. This two-story, brick-clad, rectangular plan building was built in 1903. Its owner, John Baeten, was a prominent local merchant whose grocery and general merchandise business had been housed in another building that he purchased in 1894 and which was located on the same site as the current building. Baeten demolished that building and constructed in its place the building that is the subject of this nomination. His business flourished and in 1914 he found it necessary to add a one-story addition to the rear of the subject building. Baeten continued to operate his business in this building until 1917, when he sold it to his sons, Albert and Peter Baeten, and his son-in-law, Ferdinand Van Dyck. His sons and son-in-law continued to operate the business successfully until 1943; later generations of the family continued to operate it until the 1970s, when the business was discontinued. John Baeten's building has since housed numerous other commercial enterprises. It remains one of the most intact historic commercial buildings in De Pere today.

Historic Context

A general history of the city of De Pere and its buildings is included in the recent *City of De Pere Intensive Survey Report*.[7] Consequently, the history that follows will not repeat what has already been written except as is necessary to place the John Baeten Store Building into its historic context.

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[6] Heggland, Timothy F. *City of De Pere Intensive Survey Report*. De Pere: City of De Pere, 2001, p. 65. Copy on file at the Division of Historic Preservation, Wisconsin Historical Society, Madison, WI.
[7] Heggland, Timothy F. Op. Cit.

The earliest commercial activity that took place within and around the city of De Pere in the nineteenth century was probably conducted by merchants catering to traffic on the old Military roads on the east and west banks of the Fox River. A dam was built across the rapids at De Pere in 1836-37 and the first bridge was constructed across the dam in 1851. This bridge that connected the east and west banks of the river facilitated the growth of commercial activity. Because the bridge was the only crossing in the entire area, and remained so for many years thereafter, land near the bridge on both sides of the river quickly evolved into hubs of industrial and retail commercial activity.

Most buildings associated with the history of commerce in De Pere date from the late 1870s onward. Most of these buildings are now, and were historically, located in three distinct areas of present day De Pere that together form the historic downtown core of the city. Two of these areas are located at the east and west ends of the river crossing reference above, currently known as the Claude Allouez Bridge. The third is located along the first five westernmost blocks of George Street, which extends eastward from the bridge. This downtown core grew where it did because of its proximity to the bridge spanning the Fox River, a bridge which unites the communities of West De Pere on the west bank and De Pere on the east bank.

Proximity to the Fox River was the critical factor in the establishment of both of these communities. The mouth of the Fox River empties into Green Bay which leads to Lake Michigan. De Pere is located five miles south of this mouth at a place on the river where sizable rapids made further navigation upstream impossible in the early 1800s. This was also a time when shipping on nearby Lake Michigan was the only reliable means of transporting large quantities of goods and large numbers of people to and from the area before adequate overland roads and railroads were developed. Consequently, that portion of the river between these rapids and Lake Michigan gradually developed into an important Great Lakes port. More important, was the fact that the rapids of the Fox River at De Pere were the most important source of water power in the area in the 1840s-1860s. It was thus the logical place for the construction of a dam and saw mills, flour and grist mills, and other industries that could make use of the power generated by mechanically harnessing the flow of the river.

The combination of transportation access and readily available water power made the communities on both sides of the rapids economically viable and facilitated their growth. It also resulted in the development of commercial districts at both ends of the bridge and along the main roads that accessed these areas. The most important of these roads on the east side of the river was Broadway. What made this particular road important was that it was already the principal road north to Green Bay from points south. And as such, when the first bridge was constructed, its intersection with Broadway created a convenient commercial core. New commercial development was not limited to Broadway. Commercial development advanced eastward along both sides of George Street because the street also terminated at the bridge. Consequently, the point of intersection between George Street and Broadway

became the focal point for commercial activity on the east bank of the river.

Similar development occurred at the west end of the bridge for identical reasons. Here too, several existing and newly created roads quickly came to focus on the area near the end of the new bridge. The most immediately important of these roads was Main Avenue, and what made this particular thoroughfare important was that its eastern terminus was the west end of the bridge. Consequently, commercial development grew around this point, and along the three-block length of Main Avenue. The importance of the West De Pere end of the bridge and of Main Avenue was still further enhanced in 1862 when the first railroad to extend north into this region from Chicago, (the Chicago & NorthWestern Railroad) was constructed along the west bank of the river, past West De Pere, on its way to Fort Howard at the river's mouth. Not surprisingly, the place where these tracks crossed Main Avenue further anchored the commercial district growing along Main Avenue.

The West Side of the Fox River

The first commercial buildings constructed on Main Avenue probably date to the construction of the first bridge and were almost all small one- and occasionally two-story wood frame buildings. By comparison to the commercial district on the east side, the growth of the west side (Main Avenue) commercial area was orderly. This is because the west side was spared the catastrophic fires that destroyed most of the early commercial buildings on the east side. Instead, the evolution of the west side's commercial district was characterized by steady growth that responded to changes in business and construction practices as well as to economics. Beginning in the 1870s, some of the small wooden buildings along Main Avenue were replaced with larger brick construction Commercial Vernacular form buildings; examples of both were later replaced with one and two-story brick-clad buildings in the Twentieth Century Commercial style. Interestingly, the first Sanborn-Perris maps to cover De Pere show that even in 1884, when the combined population of De Pere had reached 4500, many commercial buildings on Main Avenue were still one- and occasionally two-story wood frame buildings. Some of these frame buildings dated to the first generation of development on Main Avenue, were still in use in the 1930s and a few are still in use even today.[8]

The East Side of the Fox River

The story of the evolution of the commercial district at the east end of the bridge around the Broadway/George Street intersection is much different. Broadway was a better established and more direct route to Green Bay, a city on the east side of the Fox River and was a more important destination than the city of Fort Howard located on the west bank. Consequently, the commercial district of the

[8] Sanborn-Perris Map Co. Fire Insurance Maps of De Pere, Wisconsin. New York: Sanborn-Perris Map Co., 1884. Many of these buildings have recently been listed in the NRHP as part of the Main Avenue Historic District.

east side of the river grew faster than its west side counterpart. This growth was characterized by more and larger buildings, some of which were built of brick and of stone. This can be clearly seen on the 1871 Bird's Eye View of the combined cities, which shows that the commercial district of the west side of the river was then limited to the 300 block on Main Avenue while that on the east side included both sides of the 100 blocks of North and South Broadway and had made some inroads into the 200 blocks as well.[9]

The importance of the east end of the bridge was further enhanced in 1872 when the first railroad to extend north into this region along the east bank of the Fox River, the Milwaukee & Northern Railroad, was constructed through De Pere on its way to Green Bay at the river's mouth. Not surprisingly, the proximity of these tracks to Broadway served to make the area around the Broadway/George Street intersection an attractive location for commercial development and further anchored the commercial district that had already developed around this intersection.

The first commercial buildings on the east side of the river also date to the construction of the first bridge over the river. These buildings were almost all small one- and occasionally two-story wood frame buildings. Gradually, a few brick buildings joined these wood frame pioneers and by 1880 both the east and west sides of the 100 block of South Broadway were almost completely lined with one-, two- and three-story commercial buildings, most of which were of frame construction. All of this changed in a single night on April 23, 1882 when an enormous fire destroyed this four block area. Particularly hard hit were the 100 and 200 blocks of South Broadway; all of the buildings fronting both sides of the street were destroyed.[10]

One of the most interested eyewitnesses of this fire was undoubtedly John R. Baeten, whose new two-story brick saloon and residence building was then being built on the corner of George and South Michigan Streets on the edge of the fire district. John R. Baeten (1844-1928) was born in Broekhuizen, Limburg, in Holland, and was the son of Godfried and Petronella Baeten, who emigrated to the United States with John and their seven other unmarried children in 1870. By 1875, the Godfried Baeten family was living in the Town of Ashwaubenon on the opposite side of the Fox River from De Pere, and Godfried Baeten was operating a brickyard there on land that also contained the Baeten family house.

Soon after arriving in Green Bay, John R. Baeten was married to Elizabeth Berken, whose family had also emigrated to Green Bay from Holland in 1870 and who were friends of the Baetens. John and Elizabeth then moved from Green Bay to De Pere, where they continued to live thereafter. At first

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[9] Bird's Eye View of De Pere, Wisconsin. Madison: J. J. Stoner, publisher, 1871.
[10] *De Pere News*. April 29, 1882, p. 1.

Baeten worked for his father in the family brickyard but a few years later he opened a retail liquor business on the west side of De Pere. In 1882, John Baeten moved his business to the east side of De Pere and began construction on his new store and residence. The newspaper reported:

> John Baeten has commenced the erection of a saloon and residence on the corner of George and Michigan Sts., De Pere. It is to be 23x85-feet, brick veneered, and two stories.[11]

Ironically, his building was just getting underway when the 1882 fire burned all the commercial buildings just to the southwest of him. Fortunately, he survived the fire unscathed and afterwards he continued in the retail liquor business while living in an apartment in the second story of his building with his wife and growing family. In 1894, Baeten established a general store in a small frame building that was located on the corner of George and Superior Streets and for the next decade he ran both businesses with the help of his sons, Albert and Peter Baeten, and his son-in-law, Ferdinand Van Dyck.

Baeten's father, Godfried Baeten, died in February 1901, and John Baeten became the administrator of his father's estate and the inheritor of his brickyard. The following year, in August, Baeten sold the brickyard to one of his brothers, Peter Baeten. Newspaper accounts over the next few decades chronicle Baeten's activities:

> John Baeten has sold his brickyard on the west side, with buildings, machinery, etc., to Peter Baeten of Green Bay, who desired to rent some at once. The manufactured brick on hand remains the property of the former owner. The yard comprises 11 acres and adjoins Peter Baeten's farm from the south. The price paid was $3,000.[12]

With the brickyard disposed of, Baeten was free to concentrate on his increasingly prosperous general store business, which by this time had outgrown its original building. Consequently, a few months after selling the brickyard, Baeten began construction on the much larger, new store building on the corner of George and Superior streets that is the subject of this nomination.

> The masons have started work on J. Baeten's new store building.[13]

By December, the brick work on the store, which was being done by P. Jansen and H. Derks, was completed and by January of 1903 the new store was being wired for electricity.[14] By April 1, the new

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[11] Ibid.
[12] "Property Changes Hands." *Brown County Democrat*. August 29, 1902, p. 1.
[13] *Brown County Democrat*. October 3, 1902, p. 1.
[14] Ibid. December 12, 1902, p. 1; January 9, 1903, p. 1.

store was open for business and Baeten and his family had moved into their spacious apartment over the new store.[15] Two weeks later Baeten sold his old store (which he had built in 1882 on the corner of George and Michigan Streets) at public auction.[16]

Baeten's new establishment quickly became one of De Pere's best known businesses and Baeten continued to run it until his wife died in February of 1918.[17] Three months later, Baeten decided to retire and turned the business over to his sons and son-in-law.

> John Baeten, the George Street merchant, has retired from business, having sold his big store to his two sons, Albert and Peter, and his son-in-law, Ferdinand Van Dyck. They have incorporated under the name John Baeten and Sons. The change will take place on Monday. Mr. Baeten will devote the remainder of his days to taking a well-earned rest. He will continue to live in the residence above the store.
>
> Mr. Baeten began business in an old frame store at the corner of George and Superior streets in 1894. The place was purchased from Henry De Bruin. By hard work and square dealing the number of his patrons increased so that the little frame store became too small for the business and he was compelled to enlarge. He built the present substantial two-story brick structure in 1903, and in 1914 again found it necessary to enlarge, adding a one-story brick structure on the Superior side of the store.
>
> When Mr. Baeten started, he with only the aid of his wife, was able to serve all his customers. At the present time six clerks are necessary five days a week and an extra one works on Saturdays. The store enjoys not only a large city trade, but an extensive country business as well. Mr. Baeten is 73 years old. He came to De Pere in 1870 and before embarking in the mercantile business he was a brick manufacturer.[18]

Five years later Baeten remarried and he and his new wife continued to live in the apartment above his store until his death in July of 1928, just two months after the early death of his son, Albert Baeten. John Baeten's obituary noted his business success and also noted that he had served as a city alderman for two terms and as the city treasurer for two terms.[19] Baeten's surviving son, Peter Baeten, continued to run the family business in the 1903 building until his own death in 1943, but the business

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[15] *De Pere News*. April 1, 1903, p. 5.
[16] *Brown County Democrat*, April 17, 1903, p. 1.
[17] Ibid. February 15, 1918, p. 4. Obituary of Elizabeth Berken Baeten.
[18] "John Baeten Retires From Business." *Brown County Journal*. May 17, 1918, p. 9 (illustrated).
[19] "John Baeten, Active in City Affairs for Almost Half a Century." *De Pere Journal-Democrat*. July 26, 1928, p. 1. Obituary of John R. Baeten.

was run by family descendents for several decades thereafter.[20] Today, ownership of the John Baeten Store Building has passed to new owners, who operate a business in the 1914 store addition and in the larger of the two original stores; they rent out the smaller of the two original stores.

Architecture

The John Baeten Store Building is eligible for listing in the NRHP because it is a fine, highly intact example of simple commercial design typical to the late Victorian era, as applied to a mid-size early twentieth-century retail store building. Simply designed commercial buildings built between 1850-1910 are called Commercial Vernacular Form buildings. The following character defining features are typical. Buildings are usually two or three stories-tall although one and four story-tall examples are also found. In multi-story examples the first floor is typically given over to retail space and the upper floors are used for apartments or other commercial uses such as offices. A typical feature of such designs are storefronts that have large display windows and frequently transom windows above to help light the ground floor. Upper stories usually have simple window openings which are often treated identically across the facade. Commercial Vernacular Form buildings were often joined together by party walls though many free-standing examples like the Baeten building do exist. Unless a building occupies a corner site or is free-standing, decoration is usually limited to the main facade. A visually emphatic cornice featuring one or more decorative treatments such as brick corbelling, wooden moldings, and a stamped metal frieze typically terminates the main façade. The only other decoration is usually a decorative cornice or iron I-beam above the first floor display windows. Doors leading to the ground floor and upper floors are simple and are generally of paneled wood with a single window. Commercial Vernacular Form buildings are commonly of brick although both wood and stone examples are found. While the mixing of two or more materials in the wall cladding of an individual building is sometimes seen, most examples usually feature one material. The John Baeten Store Building exhibit the character defining features of the Commercial Vernacular Form and that are specifically mentioned in the Vernacular Commercial Form subsection of the Architectural Styles study unit of the CRMP.[21]

The Commercial Vernacular form was not static, but was expressed with a variety of compositions in massing, window configuration and decoration. The most commonly found variant of this form is the Two-Part Commercial Block. Generally two to four stories, this type is characterized by a horizontal division into two parts: the single-story lower part that is the commercial use and the upper story(ies) having residential or other business use.[22] The popularity of the form was enhanced by the ease by

[20] The genealogical history of the Baeten family has been well told in *The Baeten Families of Brown County, Wisconsin*, which was published privately in a revised edition in November, 2003 by E. Virginia Hunt.
[21] Wyatt, Barbara (Ed.). Op. Cit. Vol. 2, p. 2-10 (Architecture).
[22] Longstreth, Richard W. *The Buildings of Main Street.* New York: AltaMira Press, 2000, pg. 24.

which it could be ornamented in various architectural styles including the Federal, Queen Anne and Italianate, among many others. At the end of the nineteenth century and the turn of the twentieth century, Italianate style ornament was ubiquitously applied to these commercial buildings identifiable in cornice, window and parapet treatments.

The De Pere Intensive Survey identified two distinct commercial historic districts resulting in the listing of the South Broadway Historic District and the Main Avenue Historic District, in the National Register of Historic Places.[23] The same survey identified the subject building, and this nomination confirms that the Baeten Store Building is individually eligible for National Register listing. It possesses the character defining features listed above and is unique as a highly intact, exceptional example of this commercial form, retaining a majority of its architectural elements dating from the period of construction.

[23] South Broadway Historic District. NRHP, Jan. 21, 2010. Main Avenue Historic District. NRHP, February 3, 2010.

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Verbal Boundary Description:

Original Plat of De Pere: Block 31: E 1/2 of Lot 1 & All of Lot 2 EX 2' & Ex W 27.5 FT of Lot 2.

Boundary Justification:

The boundary encloses all of the land that has historically been associated with the John Baeten Store Building.

Items a-d are the same for photos 1 – 17.

Photo 1
a) Baeten, John, Store Building
b) De Pere, Brown County, WI
c) Timothy F. Heggland, July 24, 2013
d) Wisconsin Historical Society
e) Main Facade, View looking S
f) Photo 1 of 17

Photo 2
e) Main Façade, First Story, View looking S
f) Photo 2 of 17

Photo 3
e) Main Façade, First Story, View looking S
f) Photo 3 of 17

Photo 4
e) Main Façade, First Story, View looking SW
f) Photo 4 of 17

Photo 5
e) Main Façade, First Story, View looking SW
f) Photo 5 of 17

Photo 6
e) General View, View looking SE
f) Photo 6 of 17

Photo 7
e) Rear Facade, View looking N
f) Photo 7 of 17

Photo 8
e) General View, View looking SW
f) Photo 8 of 17

Photo 9
e) East Side Facade Detail, View looking W
f) Photo 9 of 17

Photo 10
e) East Side Facade Detail, View looking W
f) Photo 10 of 17

Photo 11
e) General View, View looking NW
f) Photo 11 of 17

Photo 12
e) First Story Interior, View looking S
f) Photo 12 of 17

Photo 13
e) First Story Interior, View looking N
f) Photo 13 of 17

Photo 14
e) First Story Interior Detail, View looking N
f) Photo 14 of 17

Photo 15
e) First Story Interior, View looking S
f) Photo 15 of 17

Photo 16
e) First Story Interior Detail, View looking S
f) Photo 16 of 17

Photo 17
e) Second Story Hall, View looking N
f) Photo 17 of 17

Figure #1: Front façade view, date unknown

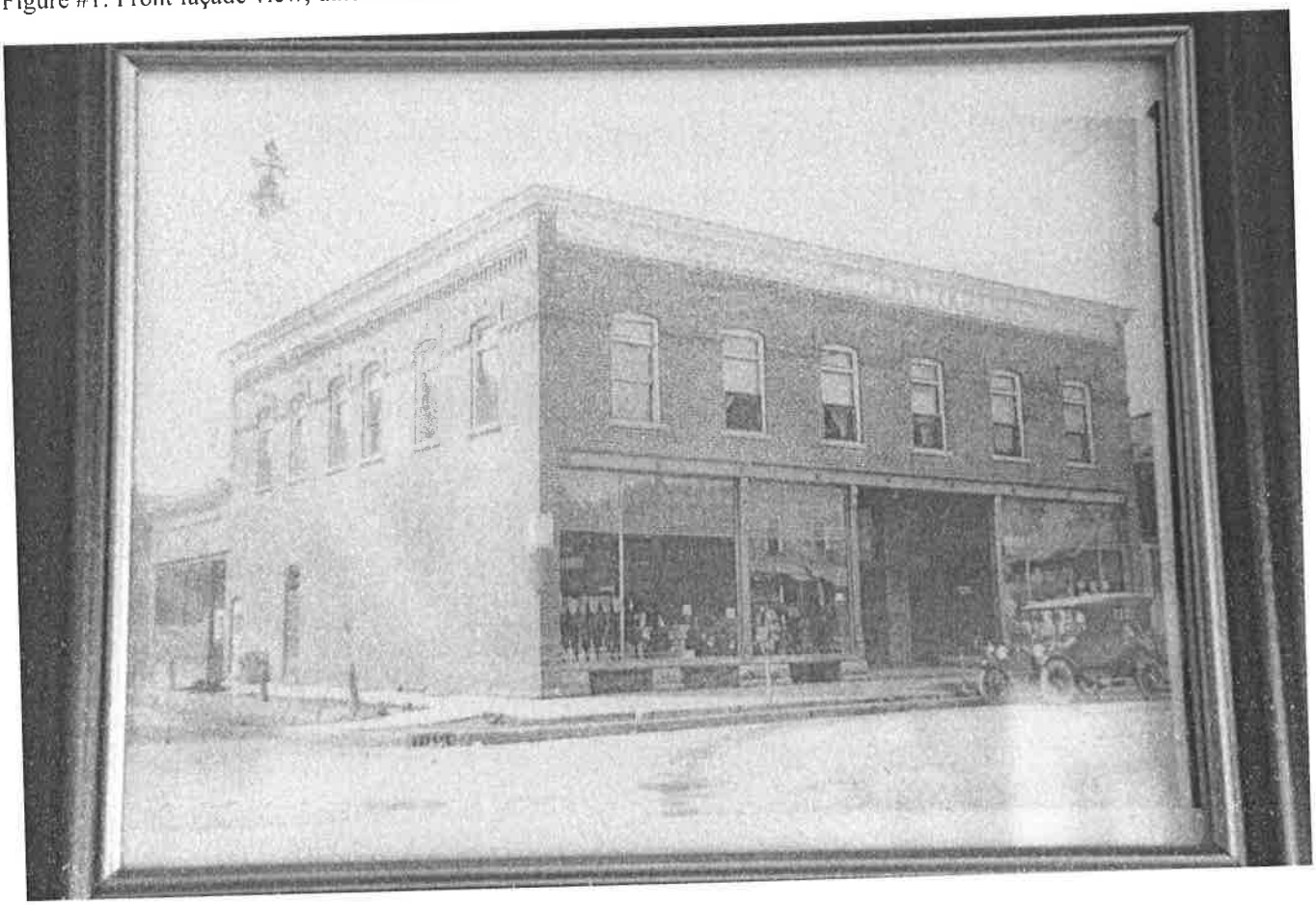
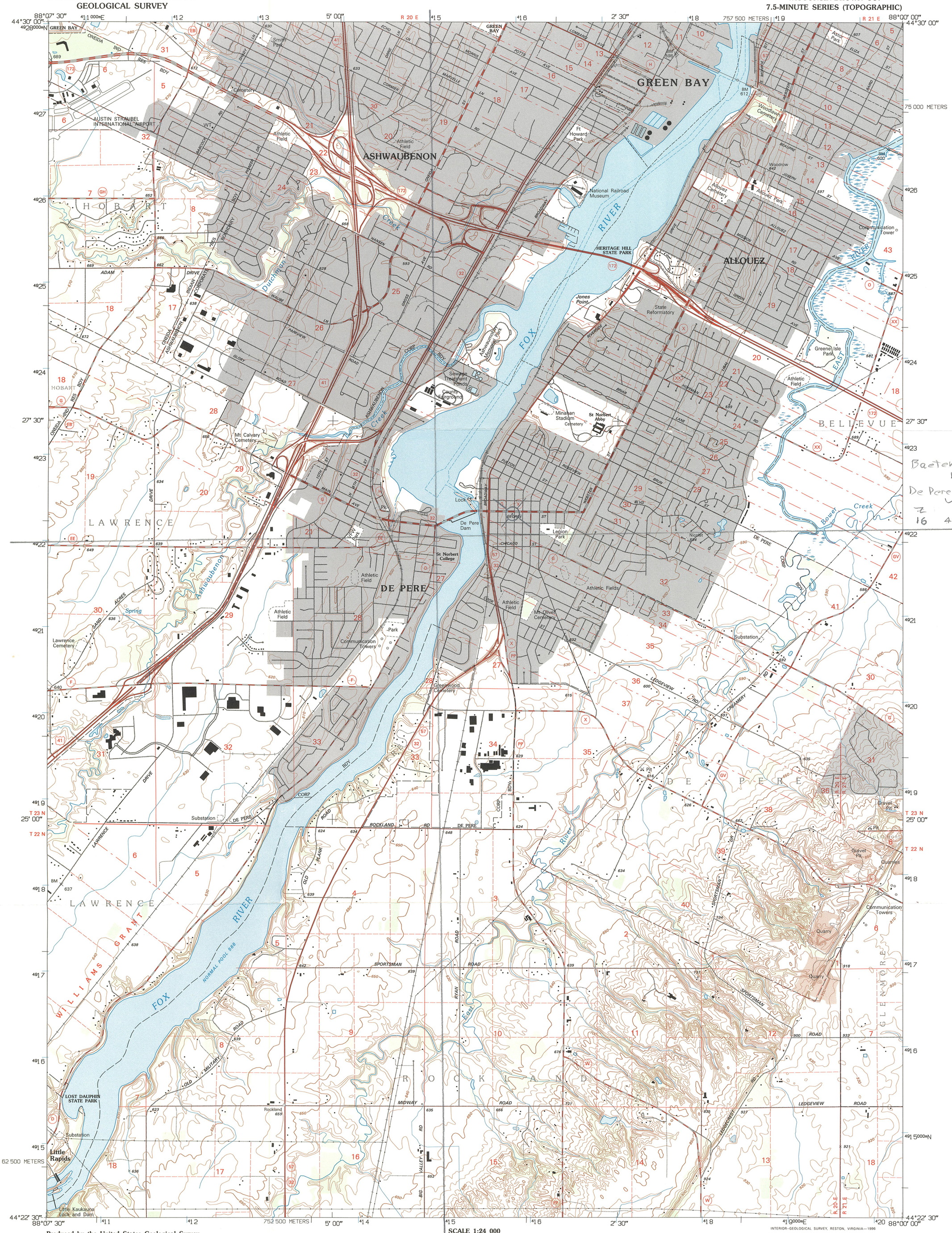


Figure #2: Interior View, date unknown

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

DE PERE QUADRANGLE
WISCONSIN-BROWN CO.
7.5-MINUTE SERIES (TOPOGRAPHIC)



Baeten, John, State Building
De Pere, Brown Co, WI
UTM Coord. (NAD27)
Z E N
16 415890 4922250

Produced by the United States Geological Survey

Compiled from imagery dated 1978-79. Revised from imagery dated 1992-93. PLSS and survey control current as of 1981. Contours and elevations current as of 1978-79
Map edited 1995

North American Datum of 1983 (NAD 83). Projection and blue 1000-meter ticks: Universal Transverse Mercator, zone 16
2500-meter ticks: Wisconsin Coordinate System of 1983 (central zone)

North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

There may be private inholdings within the boundaries of the National or State reservations shown on this map

MN GN
2½° 44 MILS
0°45' 13 MILS
UTM GRID AND 1995 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

SCALE 1:24 000

KILOMETERS 1 .5 0 1 2
METERS 1000 0 1000 2000
MILES 1 .5 0 1
FEET 1000 0 1000 2000 3000 4000 5000 6000 7000 8000 9000 10000

CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY
DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1996

QUADRANGLE LOCATION

1	2	3
4		5
6	7	8

1 Oneida North
2 Green Bay West
3 Green Bay East
4 Oneida South
5 Bellevue
6 Wrightstown
7 Greenleaf
8 Morrison

ADJOINING 7.5' QUADRANGLE NAMES

ROAD CLASSIFICATION

Primary highway hard surface
Light-duty road, hard or improved surface
Secondary highway hard surface
Unimproved road

Interstate Route U.S. Route State Route

DE PERE, WI
44088-D1-TF-024

1992

DMA 3372 I NE-SERIES V861

ISBN 0-607-62352-7

19 J. BAETEN 03
THAT covers it
Window Coverings
Slipcovers
Baby Bedding
Duvet Covers & Pillows
Something Old
Something New
Something Custom
Something You
622
620½
620
AVEDA
THE STUDIO
ON GEORGE
STATE LAW

THAT covers it
THAT covers it
THAT covers it
THAT covers it
Window Coverings
Slipcovers
Baby Bedding
Duvet Covers & Pillows
622
ANNIE SLOAN STOCKIST
ANNIE SLOAN CHALK PAINT STOCKIST
ANNIE SLOAN FABRIC COLLECTION STOCKIST
ANNIE SLOAN STOCKIST
Something Old
Something New
Something Custom
Something You
WE ARE BY APPOINTMENT ONLY

Window Coverings
Slipcovers
Baby Bedding
Duvet Covers & Pillows
622
620½
620
THAT covers it
DUE TO THE NATURE OF OUR SERVICES:
Design Consultations
Custom Fabrications
Product Installations
WE ARE BY APPOINTMENT ONLY
403-7818 STORE
2173080 MOBILE - Kathryn
AVEDA

620 1/2
620
AVEDA
THE STUDIO
ON GEORGE

THE STUDIO
ON GEORGE
620
Ask about our AVEDA
AVEDA
PERFECT YOUR curls
FORGET ABOUT FRIZZ
STRESSED OUT?
AVEDA
AVEDA

19 J. BAETEN 03
THAT covers it
Window Coverings
Slipcovers
Baby Bedding
Duvet Covers & Pillows
622
620½
THE STUDIO
ON GEORGE

NO
PARKING
IN FRONT
OF THIS
DOOR
PLEASE

J. BAETEN
BAETEN BUILDING
THAT covers IT
STOP
THE STUDIO
ON GEORGE

Something old • Something new
THAT covers it
Something custom • Something you
• Custom Slipcovers
• Window Coverings
• Baby Bedding
• Painted Furniture
• Vintage Accessories
BAETEN BUILDING
The Studio

ANNIE SLOAN
WORKSHOPS
STOCKIST
ENTRANCE

THROUGH A
WOMAN'S SOUL
THROUGH A
WOMAN'S EYES
BY A WOMAN'S HANDS

DREAM

HAVE VISION
DELIBERATE DETAIL

4