



**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 Krause, Julius, Store Building
other names/site number

2. Location

| | | | |
|-----------------|--------------------|--------------|---------------------|
| street & number | 106 South Broadway | N/A | not for publication |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 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 meets does not meet the National Register criteria. I recommend that this property be considered significant nationally Statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

6/27/2014
Date

Deputy 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

Krause, Julius, 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 H. Beall

8.18.14

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Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- 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/specialty store

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/specialty store

7. Description

Architectural Classification

(Enter categories from instructions)

Italianate

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.)

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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.
- 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

1882

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

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

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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 | date |
|-----------------|-----------|
| organization | telephone |
| street & number | zip code |
| city or town | state |

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.

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Krause, Julius, Store Building
De Pere, Brown County, Wisconsin

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DESCRIPTION

The Julius Krause Store Building is an excellent, highly intact, Italianate style, two-story building constructed in 1882. Its original owner was shoe store owner Julius Krause, whose previous building in De Pere had been destroyed by fire earlier in the same year. Located in the heart of the historic downtown, this building is one of De Pere's most intact nineteenth century commercial buildings and was considered to be one of the city's best new fireproof commercial buildings when it was built. The Krause building has a rectangular plan and a principal façade that faces east onto Broadway, De Pere's historically most important commercial thoroughfare. The building measures 22-feet-wide by 65-feet-deep and rests on stone foundation walls that enclose a full basement story. The exterior walls are constructed of cream brick laid up in the American Bond pattern and the primary facade retains its original storefront. The façade is crowned by a tall, highly intact corbelled brick cornice that retains its original sheet metal ornamentation. The cornice hides the building's very gently sloping rolled asphalt-covered main roof from view. Fortunately, the Krause Building is in largely original condition today, its exterior in particular having retained most of its historic appearance.

De Pere is located in Brown County and the city straddles both sides of the Fox River. The river divides the city into east and west sides, both of which experienced the evolution of downtown commercial districts in the nineteenth century. Locally, the Krause Building is unique for its Italianate style design and is also significant as one of the most architecturally intact downtown commercial buildings on the east side of the river, among of a fine collection of nineteenth century and early twentieth century commercial buildings. These buildings form the historic and the present commercial core of this small city.¹ On the east side of the river, 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 of Broadway (the 100 and 200 blocks of North Broadway and the 100 blocks of South Broadway), which is 80-feet-wide at this point.² Historically, Broadway was the busiest, most important commercial thoroughfare on the east side of De Pere and was always lined with the city's major commercial establishments. These buildings all have main facades that abut the curbed concrete sidewalks that line Broadway. 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- and early twentieth-century Commercial Vernacular form and Twentieth Century Commercial style designs and are 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 buildings. These buildings form a fine ensemble that is immediately recognizable as an historic downtown and the Julius Krause Store Building is one of the finest and most intact of them.

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).

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The east side of the 100 block of South Broadway is listed in the NRHP as the South Broadway Historic District (01/21/2010). The west side of the block, the side where the Krause building stands, has undergone significant alteration. Changes to the block include demolitions resulting in both vacant lots and replacement contemporary buildings, and alterations to extant buildings have diminished their character. Consequently, while the Krause Building is eligible for the NRHP, the west side of the 100 block does not retain sufficient integrity to be included in the South Broadway Historic District.

Site

The Julius Krause Store Building occupies a trapezoidal-shaped parcel that is located on a trapezoidal-shaped city block bounded by South Broadway to the east, George Street to the north, South Front Street to the west, and Charles Street to the south. The main facade of the Krause building faces east onto South Broadway and abuts a concrete sidewalk edged with a concrete curb and gutter. The building's north-facing side facade contains no openings; it is completely hidden from view by the taller adjacent commercial building. Similarly the south-facing side facade also contains no openings and is completely hidden from view by the adjacent commercial building. The Krause building's west-facing rear facade originally faced onto the open rear lot. In recent years, all but one of the seven rear lots on this side of the street have been appropriated for a modern two-story city parking ramp. Because this block slopes steeply downward toward the west from South Broadway, the uppermost level of the ramp is actually located at the same level as the first story of these commercial buildings, including the Krause building.

Main (East) Facade

The 22-foot-wide, thirty-foot-tall main facade of the Krause building rests on a foundation constructed of a course of dressed stone blocks. The wall surface above is clad in cream brick and is enframed by nearly full height, slightly projecting cream brick pilasters that are placed at both ends of the facade. The basic organization of this nearly symmetrical facade is typical of buildings of its time, type, and use. The first story consists primarily of a nearly full-width symmetrical storefront. A second, much narrower entrance is located to the left (south) of the storefront, providing access to the building's second story. The second story contains three windows that light what is now an apartment, and the facade is terminated by a parapet wall.

The left portion of the first story consists of the door to the second story. This entrance is slightly recessed and is flanked on either side by brick-clad pilasters, the pilaster on the right (north) being narrower than the one on the left, which forms the left edge of the facade. The entry's wood door has two panels placed below three large lights and is surmounted by a tall one-light transom. To the right of this entrance is the much wider three-part storefront that consists of two, large, equal-sized display

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windows. The display windows flank a centered, deeply inset entranceway having canted sides.³ All of the storefront's display windows are enframed with wood. Paneled wood bulkheads are below the two display windows that form the canted sides of the entrance. The original bulkheads below the two main display windows have been replaced by panels of art glass that bear the address of the building (100 South Broadway) and the word "photographer."⁴ This storefront's entrance is enframed by two full-height, cast iron, three-quarter-round columns. These columns both have bases and capitals, and the lower third of each of their shafts is fluted, while the upper two thirds exhibits raised ornamentation consisting of escutcheons and ribbons. The main entrance door opens onto a raised stone threshold that forms part of the façade's foundation. This door is made of oak; it features a large single light, and is surmounted by a large, nearly square one-light transom.⁵ The storefront is crowned by a cast iron lintel that is supported partially by the cast iron columns just described and by the cast iron capitals that crown the flanking pilasters. A molded sheet metal cornice is placed just above this lintel separating the first story from the second story.⁶

The façade's second story is flanked on either side by continuations of the slightly projecting cream brick pilasters that edge the first story. This story is also ornamented by what appears at first to be dressed stone blocks that are placed at regular intervals up the length of the pilasters. In actuality, these blocks are sheets of metal that cover the bricks beneath and imitate the appearance of stone. These pilasters terminate in a course of dog-tooth corbelled brick ornamentation that spans the width of the upper part of this story between the pilasters. Placed between the pilasters are the three second story window openings. These three segmental-arched openings are identical in design and size and each contains an original two-over-two-light double hung wood sash window that has a segmental-arched upper sash. Each of these openings also has a dressed stone sill and a pedimented sheet metal hood mold supported by a pair of small sheet metal brackets. These openings are not evenly distributed across the width of the façade, the middle and right-hand ones are placed closer together than the middle and left-hand ones.

The façade is crowned by a tall brick parapet wall that is ornamented with a sheet metal cornice having a denticulated frieze below and supported by four large sheet metal brackets; the two outer brackets are wider than the inner two.

Side (South) Facade

The 65-foot-deep south side elevation was built with the expectation that it would be hidden from view by whatever building would be built next door and it contained no openings of any kind nor any

³ The current display window lights are modern double-glazed replacements of the originals.

⁴ The current occupant of the building is the Turba-Schroeder Photography Studio.

⁵ It is believed that this door is not the original one.

⁶ This first story is currently shielded by a modern, fixed awning. This awning is removable.

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decorative features. This is confirmed by an early historic photograph that was taken looking northeast along South Broadway before the buildings on either side of the Krause building had been built. In this photograph, the blank south side of the building can be clearly seen. Today, this elevation is indeed completely hidden from view by the larger building that was built next door to the south.

Rear (West) Facade

No historic photos showing the original 22-foot-wide rear elevation of the Krause building have been found so its appearance is conjectural, but much of it appears to still be intact. This elevation is clad in clapboards and the organization of its first story mirrors that of the main façade. To the left (north) are two tall segmental-arch wood replacement windows. These windows both have simple wood surrounds. Placed in between them is an original door opening and rectangular single light transom. The original door has been replaced with an elaborate modern wood door that features two fielded panels placed below a single large oval art glass panel. The transom window is also a replacement. This door serves the commercial space that is located in the first story of the building. Placed to the right of this window and door group is a second, altered, doorway. The paneled wood inner door is extant behind a commercial, metal-framed outer door. This entrance serves the second story apartments.

The second story of this elevation has been completely altered and consists of a band of eight wood sash, single light casement windows across the full width of the wall.

Side (North) Facade

The 65-foot-deep north-facing side elevation of this building was also built with the expectation that it would be hidden from view by the building next door and contained no openings or decorative features. Today, this elevation is completely hidden by the larger building built next door to the north.

Interior

No historic photos showing the original appearance of the interior of the Krause building have yet been found, but it is believed that its first story consisted essentially of one large room where merchandise was sold. This room remains intact and retains its original narrow board hardwood floor and its narrow board wood ceiling. Many changes have been made within this room. The plaster that originally covered the north-facing side wall has been removed, revealing the brick exterior wall, and a new door opening has also been made in this wall, allowing one to move from this building to the building next door to the north, which the Krause building's owner also owns. New internal partitions were built within the original space to create an entrance vestibule/waiting room and spaces for an

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office and a photo studio, the latter of which takes up most of this first story. In addition, a new staircase from the first story to the basement has been built in the entrance vestibule space.

The two second story apartments were not seen.

Integrity

The Julius Krause Store Building retains a high level of integrity in comparison to other buildings in the community of the same period. As noted above, the only changes that have been made to the main façade have been the replacement of the original display windows with double-glazed windows and the replacement of the original bulkheads below these windows with art glass. Otherwise, this façade is the most intact of all of the late nineteenth century commercial buildings that remain in De Pere and is also one of the few whose design can be said to exhibit one of the architectural styles of that period. As for the first floor interior, the original wood floor and ceiling are extant but changes, detailed above, have been made within the space itself. Fortunately, most of these changes are reversible.

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SIGNIFICANCE

The Julius Krause Store Building was built in 1882 and is an architecturally significant, highly intact example of an Italianate Style commercial building. The Krause building is located on South Broadway, the principal thoroughfare of De Pere's downtown commercial district in 1882. The store in the first story of this building has been continuously occupied by commercial operations since the building's completion. The second story was converted from its original use as a shoe factory into apartments. Currently, the first story is occupied by a photography studio. The Julius Krause Store Building is well maintained by its current owners and it is one of South Broadway's finest and most intact historic commercial buildings.

The Julius Krause Store Building is located in the historic commercial core of the city of De Pere and it was identified as having local significance under National Register (NR) Criterion C (Architecture) by the City of De Pere Intensive Survey, which was undertaken in 2001.⁷ The results of the survey show that the Julius Krause Store Building is locally significant under NR criterion C as a fine and unusually intact example of an Italianate style store building.

This two-story, brick-clad, rectangular plan building was constructed by Julius Krause, a boot and shoe merchant and manufacturer who had lost his previous building in a fire in 1882. This fire destroyed all of the buildings fronting both sides of the 100 and 200 blocks of South Broadway. Julius Krause constructed this building and operated his boot and shoe store and shoe factory in it until 1895. At that time he moved to Milwaukee and established the Krause Shoe Company, which he operated until his death in 1902. The subject building subsequently housed numerous other commercial enterprises and its second story was converted into apartments. It remains one of the most intact nineteenth century commercial buildings in the city of De Pere.

Historic Context

A general history of the city of De Pere and its buildings is included in the 2001 *City of De Pere Intensive Survey Report*.⁸ Consequently, the history that follows will not repeat what has already been written except as is necessary to place the Julius Krause Store Building into its historic local context.

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

⁷ 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.

⁸ Heggland, Timothy F. Op. Cit.

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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.

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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.⁹

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 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

⁹ 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.

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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.¹⁰

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.¹¹

Among those who lost property in the fire was Julius Krause (1856-1902). Julius Krause was the son of John and Carrie Krause, both of whom had been born in Germany. Krause married Minnie Schider and by 1882, he had established a successful boot and shoe store and factory in rented quarters on the east side of South Broadway in a building owned by W. P. Call. It was this building that was destroyed in the fire. The local newspaper included his name in the long list of buildings and businesses that this fire destroyed.

J. Krause, boots and shoes, loss \$2000; insurance \$1,000. Building owned by W. P. Call.¹²

Undaunted, Krause soon purchased a lot nearby on which he planned to build a new building of his own:

J. Krause has purchased the lot north of where stood the old De Pere house of Mrs. Messing and purposes to build a boot and shoe store thereon at an early day.¹³

¹⁰ Bird's Eye View of De Pere, Wisconsin. Madison: J. J. Stoner, publisher, 1871.

¹¹ *De Pere News*. April 29, 1882, p. 1.

¹² *Ibid*, p. 3.

¹³ *Ibid*, May 13, 1882, p. 3.

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One week later, construction on Krause's new building commenced:

On the opposite side of the street J. Krause is at work on a solid brick store stand 22x65 ft., basement and two stories above ground. This building will have an iron roof and trimmings and made as near fire proof as possible.¹⁴

Once his new building was complete, Krause reopened his business and over the next two decades reestablished himself as an important figure in De Pere's commercial history.¹⁵ Krause ran his boot and shoe store and his second story shoe factory in this building until 1895. In 1895 Krause moved his family and his business to Milwaukee, where the Krause Shoe Company was organized with a capital of \$25,000, with Krause as its president.¹⁶ By 1900, Krause's Milwaukee factory employed 40 hands and was manufacturing 150 pairs of shoes a day. Krause died in 1902 at the age of 45 and his Milwaukee factory was closed not long after.¹⁷

In the years since Krause's departure from De Pere, the building has housed many businesses but the exterior of the building has remained intact and so, to a lesser extent, has some of the interior. Fortunately, the large fires that played such an important role in shaping the downtown on De Pere's east side, ceased after 1889. While the Broadway commercial area has since been greatly reduced by post-World War II redevelopment activities that have demolished or remodeled many of the historic commercial structures in the 200 blocks of both North and South Broadway, those buildings that have survived in the 100 block still form a largely coherent and quite well preserved whole. The Julius Krause Store Building is one of the most architecturally distinguished of the remaining nineteenth century buildings that are to be found in these blocks; it continues to play an active part in the city's commercial life.

Architecture

The Julius Krause Store Building was constructed in 1882 and is being nominated to the National Register of Historic Places for its local significance as an excellent and highly intact example of the application of Italianate style design to a small two-story commercial building. Italianate style commercial buildings were once a commonplace sight in the commercial districts of Wisconsin's cities but many of these have since been either demolished or altered. Those that remain and display a

¹⁴ Ibid. "Building Up the Waste Places." May 20, 1882, p. 3.

¹⁵ Unfortunately, no information has been found that identifies the original designer and/or contractors of the completed building.

¹⁶ *Brown County Democrat*, July 16, 1896, p. 1.

¹⁷ Milwaukee County. Registration of Deaths. Vol. 28. p. 292.

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high degree of integrity like the Krause building are rare.

The study of commercial buildings such as the Krause Building contributes to the development of more accurate commercial architectural typology. While commercial buildings having a facade clearly recognizable as high style are easily identified, vernacular buildings have been more difficult to categorize. The need for guidelines to help identify a wider range of commercial types and styles was recognized by the Historic Preservation Division of the State Historical Society of Wisconsin. To that end, the Division included stylistic categories for commercial buildings in its reference book: *Cultural Resource Management in Wisconsin*. A more comprehensive study and analysis is found in the book *The Buildings of Main Street: A Guide to American Commercial Architecture*, written by Richard Longstreth.

Longstreth has been particularly helpful in devising building categories that describe how the principal facades of historic commercial buildings are organized. The most pervasive type is one that he calls the two-part commercial block, the type to which the Julius Krause Store Building belongs.

The two-part commercial block is the most common type of composition used for small and mid-sized commercial buildings throughout the country. Generally limited to structures of two to four stories, this type is characterized by a horizontal division between two distinct zones. These zones may be similar, while clearly separated from one another; they may be harmonious, but quite different in character; or they may have little visual relationship. The two-part division reflects differences in use inside. The single-story lower zone, at street level, indicates public spaces such as retail stores, a banking room, insurance office or hotel lobby. The upper zone suggests more private spaces, including offices, hotel rooms, or a meeting hall. Prevalent from the 1850s to the 1950s, the two-part commercial block emerged as a distinct type during the first half of the 19th century.¹⁸

In the Krause building the two zones of the main facade are harmonious in design but are clearly distinct from one another. The first story storefront extends across almost the whole facade and it is primarily a glass wall that is framed by slender, simple cast iron columns. A well-defined tin-covered decorative cornice acts as the division between the first and second stories. The second story consists of three windows set in a cream brick-clad wall surface; these three windows are each crowned by a sheet metal-clad hood mold, and the whole facade is surmounted by a sheet metal cornice. This cornice is a noticeable departure from the less elaborate brick cornices that typify the predominately Commercial Vernacular Form buildings that comprise most of the other commercial buildings of the same period that line North and South Broadway.

¹⁸ Longstreth, Richard W. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Washington D.C.: The Preservation Press, 1987, p. 24.

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Krause, Julius, Store Building
De Pere, Brown County, Wisconsin

The late 1870s and early 1880s was an important transitional period for the architectural design of commercial buildings in the cities of Wisconsin and in other states. By the beginning of the Civil War, the main streets of Wisconsin were notable mostly for their mix of small-scale buildings. Streetscapes of simple one to three-story buildings constructed of wood and of brick predominated. The Greek Revival and Italianate were the styles most commonly represented. Gradually, as these cities grew and their populations increased, the buildings in the downtown commercial districts became larger and more elaborately designed. By the end of the 1870s, this trend was transforming the appearance and scale of downtown De Pere on and around North and South Broadway.

The Krause building is an excellent example of the Italianate style as it was applied to small two-story commercial blocks. The Italianate style subsection of the CRMP notes that the period during which buildings designed in this style appear in Wisconsin spans the years 1850 -1880 and describes the commercial manifestations of the style as follows:

Italianate references typically found are the bracketed cornice, which often rises above a flat or shed roof, and at the windows [which frequently have hoodmolds or even pediments and sometimes are round-headed]. Nearly every Wisconsin city and village has its examples, often surviving in near original form in upper-story wood, stone, or iron hoodmolds, brackets and cornices.¹⁹

The Krause building is especially notable for the fact that both its original first and second stories have survived intact. This two-story building was constructed in 1882 and it has a cream brick-clad main façade. The first story is given over to a nearly full-width storefront. The second story features three segmental-arched window openings that have sheet metal-clad pedimented hood molds. The façade is crowned by a characteristic brick and sheet metal cornice. The segmental-arched window treatment is an Italianate style motif that appears on other Italianate style-influenced Commercial Vernacular Form buildings in the vicinity. These neighboring buildings all have brick-clad facades and most were constructed after the 1882 fire that influenced the appearance of South Broadway. They are an impressive sight when they exhibit their original features and the National Register-listed South Broadway Historic District, which lists the buildings on the east side of the 100 block of South Broadway opposite the Krause building, is still impressive even now. Unfortunately, the same cannot be said for the west side of this block, which has suffered considerably from both demolitions and alterations. Consequently, the high level of integrity of the Krause building makes it stand out from the other historic era commercial buildings that are located on this side of this street.

¹⁹ Wyatt, Barbara (Ed.). Op. Cit., Vol. 2, p. 2-6 (Architecture).

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Continuation Sheet

Section 8 Page 8

Krause, Julius, Store Building
De Pere, Brown County, Wisconsin

The Julius Krause Store Building is being nominated to the NRHP because it is a fine and highly intact example of Italianate style design as it was applied to a small two-story commercial building. The design of the Krause building is more elaborate than the Commercial Vernacular form buildings of a similar vintage that still surround it and it possesses nearly all the features listed above that are typically associated with the commercial Italianate style. In addition, the Krause building's significance is greatly enhanced by its exceptional degree of integrity and by the high standard of maintenance that has helped to preserve it.

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Continuation Sheet**

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Krause, Julius, Store Building
De Pere, Brown County, Wisconsin

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**National Register of Historic Places
Continuation Sheet**

Section 10 Page 1

Krause, Julius, Store Building
De Pere, Brown County, Wisconsin

Verbal Boundary Description:

Original Plat of De Pere: Block 15, N 22 ft of Lot 2, EX 927 R 490

Boundary Justification:

These boundaries enclose all the land that has been historically associated with the Julius Krause Store Building.

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National Register of Historic Places
Continuation Sheet

Krause, Julius, Store Building
De Pere, Brown County, Wisconsin

Section photos Page 1

Items a-d are the same for photos 1 - 12.

Photo 1

- a) Krause, Julius, Store Building
- b) De Pere, Brown County, WI
- c) Timothy F. Heggland, July 24, 2013
- d) Wisconsin Historical Society
- e) General View, View looking W
- f) Photo 1 of 12

Photo 10

- e) First Story Detail, View looking W
- f) Photo 10 of 12

Photo 2

- e) Main Facade, View looking W
- f) Photo 2 of 12

Photo 11

- e) Rear Elevation, View looking E
- f) Photo 11 of 12

Photo 3

- e) Main Façade, First Story, View looking W
- f) Photo 3 of 12

Photo 12

- e) First Story Interior, View looking SW
- f) Photo 12 of 12

Photo 4

- e) Second Story, View looking W
- f) Photo 4 of 12

Photo 5

- e) First Story Detail, View looking W
- f) Photo 5 of 12

Photo 6

- e) First Story Detail, View looking SW
- f) Photo 6 of 12

Photo 7

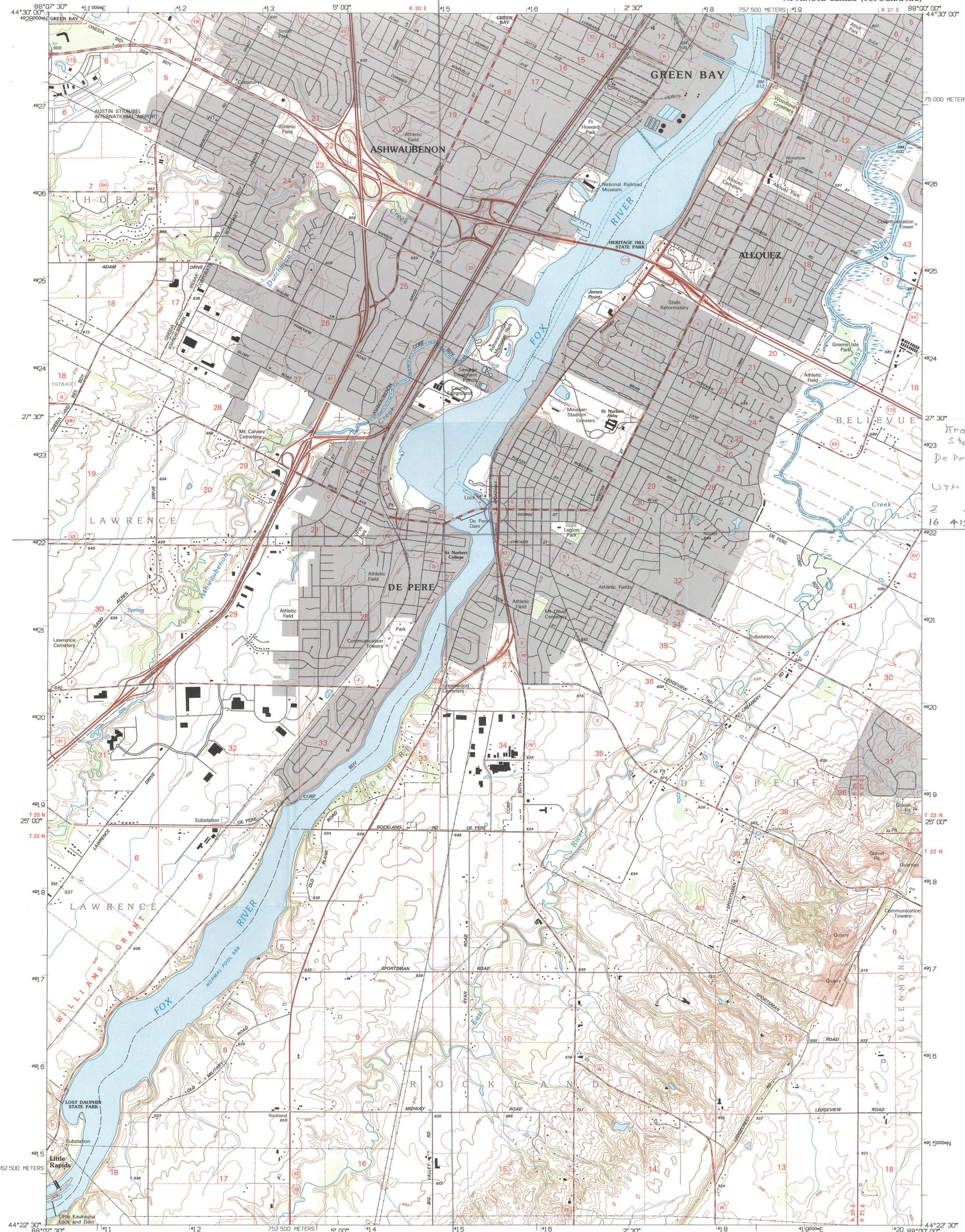
- e) First Story Detail, View looking NW
- f) Photo 7 of 12

Photo 8

- e) First Story Detail, View looking NW
- f) Photo 8 of 12

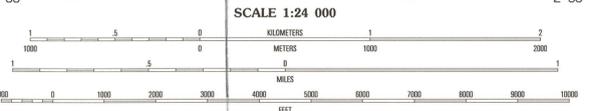
Photo 9

- e) First Story Detail, View looking W
- f) Photo 9 of 12



Itrause, Julius,
Store Building
De Pere, Brown County
WI
UTM coordinates
3 E N
16 415 90 49 22 260

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



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



QUADRANGLE LOCATION

| | | |
|---|---|---|
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | 8 | |

ROAD CLASSIFICATION
 Primary highway hard surface
 Secondary highway hard surface
 Light-duty road, hard or improved surface
 Unimproved road
 Interstate Route
 U.S. Route
 State Route

ADJOINING 7.5' QUADRANGLE NAMES

| | | |
|---|---|---|
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | 8 | |

DE PERE, WI
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SOUTH 106 BROAD

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