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United States Department of the 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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Waterloo West Commercial Historic District

other names/site number

2. Location

street & number 217-333 W. 4th St, 301-317 W. 5th St., and 612-716 Jefferson St. | N/A | not for publication

city or town Waterloo | N/A | vicinity

state Iowa code IA county Black Hawk code 013 zip code 50701

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 _X_ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ **national** ___ **statewide** _X_ **local**

Steve King DSHPO 07/30/2014

Signature of certifying official/Title Date

STATE HISTORICAL SOCIETY OF IOWA

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:)

for Carson N. Beall 9.22.14

Signature of the Keeper Date of Action

5. Classification

Ownership of Property
(Check as many boxes as apply.)

- [X] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal

Category of Property
(Check only **one** box.)

- [ ] building(s)
- [X] district
- [ ] site
- [ ] structure
- [ ] object

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

Contributing	Noncontributing	
22	3	buildings
		sites
		structures
		objects
22	3	**Total**

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

Historic and Architectural Resources of Downtown Waterloo

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/Professional
COMMERCE/Specialty Store
COMMERCE/department store
COMMERCE/Restaurant
COMMERCE/Business
TRANSPORTATION/Rail-related

Current Functions
(Enter categories from instructions.)

COMMERCE/Business
COMMERCE/Restaurant
COMMERCE/Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE VICTORIAN/Italianate
LATE VICTORIAN/Romanesque
LATE VICTORIAN
LATE 19th AND EARLY 20th CENTURY
AMERICAN MOVEMENTS/Commercial Style

Materials
(Enter categories from instructions.)

foundation: STONE
walls: STONE
WOOD
BRICK
roof: ASPHALT/Rolled
other: STUCCO
CONCRETE

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Waterloo West Commercial Historic District in downtown Waterloo, Iowa, contains 25 buildings that were constructed as early as 1882 and as late as 2000 (Figure 1). The district is bounded by W. 4th Street on the northwest, Washington (Bluff) Street on the southwest, halfway between W. 5th and W. 6th Streets in the southeast, and Jefferson Street on the northeast (Figure 2). Twenty-two buildings are contributing to the district. The remaining three are non-contributing, either because they are less than 50 years of age or they have been substantially altered (Table 1). Buildings in the Waterloo West Commercial Historic District represent Commercial Property Types II, III, and IV, and Transportation Property Type I, as described in the MPD, *Historic and Architectural Resources of Downtown Waterloo*. Most of the buildings in the district are one to three stories in height and constructed of brick. Buildings in the district constructed within the period of significance from 1882 to 1962 display Victorian, Romanesque, and Italianate commercial styles as well as vernacular commercial styles with stylistic influences such as Prairie. Many of the buildings display minimal ornamentation, such as brick corbelling at the cornice and/or above the storefront. Most of the storefronts have been altered within the past 15 years. Some storefronts have retained their original storefront design with updated materials, such as steel frame display windows and enclosed transoms.

Narrative Description

The buildings in the Waterloo West Commercial Historic District are in good condition and retain sufficient integrity to portray their significance as part of a late nineteenth- to mid-twentieth-century commercial business district. Although many of the windows have been replaced and the storefronts altered, the contributing buildings retain their form, massing, and ornament at the cornice to sufficiently represent their original use and design. The district as a whole retains its integrity of design, workmanship, feeling, materials, setting, location, and association. A few buildings no longer contribute to the district because of alterations or they are less than 50 years of age. There are modern intrusions around the periphery of the district, including large parking lots, the Five Sullivan Brothers Convention Center, and the Ramada Inn Hotel.

Setting

The Waterloo West Commercial Historic District is located on the west side of the Cedar River in the downtown Waterloo business district. The topography of the area is flat. A few small trees have been planted between the street and sidewalks in this predominantly commercial area. The four-lane, divided U.S. Route 218 runs along the southwestern edge of the district. Large modern developments, such as the City Market, Five Sullivan Brothers Convention Center, and Ramada Inn hotel, are located to the north and northeast of the district. The northwest-to-southeast streets run parallel to the Cedar River, including Jefferson Street; 4th and 5th streets run northeast to southwest.

One other commercial historic district is present in downtown Waterloo: the Waterloo East Commercial Historic District. The district, listed in the NRHP in November 2011, follows E. 4th Street from Mulberry to Sycamore streets and exhibits similar styles to the West Commercial Historic District, including Italianate, Romanesque, and Commercial styles. Most of the buildings are one to three stories in height with some high-rise structures present. The period of significance is 1870-1959, representing the same general development trends as the West Commercial Historic District, although no automobile related buildings are found in the Waterloo East Commercial Historic District.

The Waterloo West Commercial Historic District is primarily composed of two-story commercial buildings with one-story, single, and multi-storefront commercial buildings. Many of the one-story buildings were the result of renovation after fires in the mid- to late twentieth century. A corner commercial building was replaced with a new structure within the past 10 years as a result of a fire. Four of the one-story buildings were constructed for auto-related businesses. One railroad depot is located in the district. Non-contributing buildings in the district were remodeled extensively or were built less than 50 years ago. Buildings in the district were constructed in the popular styles of the late nineteenth and early twentieth centuries, including Italianate, Romanesque, and Commercial. The BCR&N Depot was designed by Josselyn & Taylor architectural firm of Cedar Rapids.

Table 1. Properties in the Waterloo West Commercial Historic District

Property Name	Address	Date	Eligibility	Property Type
Imperial Block/Waterloo State Bank	217-219 W 4TH St.	1892	Contributing	Type II
Bickley Building	221 W 4TH St.	ca. 1892	Contributing	Type II
Henry Myers Building	223 W 4TH St.	1904	Contributing	Type II
Fuess & Volkman Building	225 W 4TH St.	1897	Contributing	Type II
J. B. Myer Building	227 W 4TH St.	1885	Contributing	Type II
G. Hartman Building	229 W 4TH St.	ca. 1882	Contributing	Type II
Doughey Joey's Pizza Joint Building	300 W 4TH St.	2000	Non-Contributing	N/A
Risque Club Building	301 W 4TH St.	1950	Non-Contributing, Poor integrity	Type IV
Tick-Tock Supermarket	304-308 W 4TH St.	1942	Contributing	Type IV
Building	303-305 W 4TH St.	1950	Contributing	Type IV
Building	307-311 W 4TH St.	1950	Contributing	Type IV
Great Atl. & Pacific Tea Co. Building	310-312 W 4TH St.	ca. 1905	Contributing	Type II
Building	315 W 4TH St.	1950	Contributing	Type IV
Bickley Block	316-320 W 4TH St.	1892	Contributing	Type II
Dunkelberg Building	322-324 W 4TH St.	1904	Contributing	Type II
BCR&N Depot	333 W 4TH St.	1889	Contributing/Determination of Eligibility (1978)	Type II
General Machine and Supply Company Building	301-309 W. 5TH St. (aka 704-706 Jefferson)	1913	Contributing	Type II
Hadley Building	304 W 5TH St.	1923	Contributing	Type III
Building	313-315 W 5TH St.	ca. 1923	Non-Contributing, Poor integrity	Type III
Handler Motor Co. Building	316-320 W 5TH St.	ca. 1927	Contributing	Type III
Auto Hotel Building	317-325 W 5TH St.	ca. 1928	Contributing	Type III
Waterloo Motomart	612-616 Jefferson ST	1905	Contributing	Type II
Building	620 Jefferson St.	1962	Contributing	Type IV
Building	708-712 Jefferson St.	1913	Contributing	Type II
Stewart-Simmons Press Building	714-716 Jefferson St.	1913	Contributing	Type II

Individual Building Descriptions:

Contributing Resources

The Imperial Block at 217-219 W. 4th Street is a two-story corner block commercial building that is five bays wide. The façade (northwest elevation) has two storefronts, both recessed with wood-sash windows and brick bulkheads. The area above the modern storefronts' windows has been enclosed. Between the two storefronts is a single-leaf door with transom at the center of the façade. The door is surrounded by brick pilasters with four courses of rusticated rock-faced ashlar at the base. A stone entablature runs the length of the façade above the pilasters. The second story has a canted corner with two windows and a filigree cast iron balustrade. Windows on the second story include two 1/1 wood-sash windows at the center of the façade, surrounded by triple windows with arched stained glass transoms. The windows have rusticated rock-faced ashlar sills and smooth-faced segmented ashlar above the windows. Pilasters at the center of the second-story façade are capped by a triangular brick pediment with an arched stone inscribed with the date 1892. Other pilasters at the corners of the façade are capped with stone finials. Decorative elements include a corbelled cornice and terracotta floral tiles. The side elevation is five bays on the first story and eight bays on the second. Windows have lug sills on the first story and a beltcourse on the second; both stories have segmental arch lintels. First-floor window openings and the door opening on the southeast elevation have been enclosed. The top of the side elevation has a corbelled dentil cornice.

The Bickley Building at 221 W. 4th Street is a two-story single-front commercial building that is three bays with a stretcher bond brick façade. The building has a single storefront with a center single-leaf door. The storefront has a pent roof with wood shingles. A single-leaf louvered wood door is located at the southwest end of the first floor. The second story has 1/1 wood-sash windows with inoperable louvered shutters. The top of the façade has a corbelled cornice.

The Henry Myers Building at 223 W. 4th Street, a two-story single-front commercial building, is three bays with a stretcher bond brick façade. The building has a single storefront with a center single-leaf door. The storefront has metal windows and a center glazed metal single-leaf door with transom. The second story has one-over-one wood-sash windows. The top of the façade has a corbelled cornice. The façade appears to have been clad with glazed tiles, although they appear to have been partially removed.

The Fuess & Volkmann Building at 225 W. 4th Street is a two-story masonry commercial building that has a brick façade. The first and second stories have been completely altered with the installation of six-part plate-glass wall on the first story and a large glass block window on the second story. A few rows of brick remain surrounding the glass block window; the remainder of the façade has been clad with stucco.

The J. B. Myer Building at 227 W. 4th Street is a two-story brick masonry commercial building that has a four-bay main façade. The storefront has been altered with modern materials. The first-floor storefront has a center plate-glass window with flanking single-leaf flush doors. The area between the storefront transom and the bottom of the second-story windows has been clad with sheet metal. The four segmental arch windows on the second floor have limestone sills. Two of the 1/1 wood-sash windows have been boarded up. The entire façade has a corbelled stringcourse. The upper part of the façade has been skimmed with stucco, most of which has fallen off.

The G. Hartman Building at 229 W. 4th Street is a two-story brick masonry corner block commercial building that has a seven bay façade (northwest elevation). The store fronts have been altered with modern materials. The southwest storefront has replacement metal-sash windows and a canted single-leaf entrance on the corner of the building, its storefront windows continuing on the side elevation. The transom above the door is clad with corrugated metal. The second story has seven window bays. Four windows on the northeast end of the elevation are one-over-one segmental arched with lug sills. The three windows to the east have been enclosed and have segmental arch brick lintels. The entire façade has a corbelled stringcourse. The five-bay side (southwest) elevation is less ornamented, with a simple beltcourse above the second story. All segmental arch windows have been enclosed on the elevation. A metal stair leads to a single-leaf door on the second story.

The building at 303-305 W. 4th Street is a one-story masonry multi-front commercial building that has two storefronts. The northeast storefront (303 W. 4th Street) has a recessed single-leaf glazed metal door with metal sidelight and transom. The original windows have been replaced with two-light metal-sash windows; the remainder are covered with vertical board siding. The southwest storefront (305 W. 4th Street) is recessed and has a replacement plate-glass windows and a center glazed metal door with transoms. A modern metal sign has been added to the storefront.

The Tick-Tock Supermarket at 304-308 W. 4th Street was built in 1942. The masonry multi-front commercial building is one story with a flat roof. The original front has been replaced by a metal storefront, now two center recessed cant entrances with metal-sash windows and glazed metal doors with transoms. The southwest and northeast windows on the façade have been enclosed. The façade over the storefront is stretcher bond brick with dogtooth brick courses.

The building at 307-311 W. 4th Street is a one-story masonry multi-front commercial building that has three storefronts. The northeast storefronts (307 and 309 W. 4th Street) have center-recessed single-leaf doors with metal-sash plate-glass windows and brick facades. The southwest storefront (311 W. 4th Street) has a recessed side entrance with metal-sash plate-glass windows that is covered by a closed-ended cloth awning. The remainder of the façade is clad with stretcher bond brick.

The one-story multi-front Great Atlantic and Pacific Tea Company Building at 310-312 W. 4th Street has a synthetic stucco façade and a storefront with large plate-glass windows. At the center of the elevation is a flush cant entrance, with a single-leaf door at the center and on both canted walls. The southwest façade reveals a limestone foundation and early twentieth-century brick walls. Small window openings are located near the top of the wall. A section of newer brick on this façade indicates that an original storefront may have been enclosed. The brick on the rear (northwest) façade has been painted. Original segmental arch windows have been enclosed with stucco. The interior has a late nineteenth-century tin ceiling.

The building at 315 W. 4th Street is a one-story single-front commercial building that has a flat roof and a stretcher bond brick false front. The storefront has large plate glass windows and recessed dual single-leaf doors with transoms at the center of the façade. Above the storefront is a metal signboard with a slight overhang. The side (southwest) elevation is clad with stucco and has a single-leaf door on the south end of the elevation.

The Bickley Block at 316-320 W. 4th Street is a two-story masonry commercial building that has three storefronts. The nine second-story windows are narrow one-over-one wood sash with wood cornices, decorative brackets, and lug sills. A molded frieze and paired brackets run length of the building under the cornice that caps the façade. All three wood storefronts have center recessed entrances with flanking fixed metal windows, transoms, and paneled wood bargeboards. Each front has slightly different architectural details. The northeastern front has a pediment supported by brackets, the center storefront has fluted pilasters, and the southwestern front has an arched pediment with engaged columns. A boarded single entrance is located between the center and southwestern storefronts.

The Dunkelberg Building at 322-324 W. 4th Street is a two-story multi-front masonry commercial building that is six bays wide and has a flat roof. The first story consists of two storefronts and an off-center single-leaf metal door with transom that leads to the second story. The original storefronts have been entirely replaced with new wood and metal windows and doors. The second story features six one-over-one wood-sash windows with stone entablature and sills. Corbelled belt courses run the length of the façade on the first and second stories and above the second story windows. A row of rounded arches is located above the second-story belt course and is capped by a denticulated brick cornice. The brick and concrete block side (southwest) elevation is unfenestrated.

The Waterloo Motomart Building at 612-616 Jefferson Street is a two-story brick structure that is three bays wide. The storefront has been heavily altered with synthetic stucco panels and early twenty-first-century steel windows. The upper story on the main façade contains paired 6/6 steel windows with limestone sills. Each of the three fenestrated bays is separated by decorative brick pilasters and corbelled brick. The cornice has corbelled brick and is topped with limestone coping. The east half of the north façade has been refaced with red brick. Original mottled brick remains on the west half of the north façade. No openings are located on this side of the structure.

The General Machine and Supply Company Building at 301-309 W. 5th Street (aka 704-706 Jefferson) is a two-story masonry corner block commercial building that is four bays on its north and east elevations. Both the façade (north elevation) and side elevation (east elevation) have groups of three windows divided by narrow brick pilasters. A concrete belt course runs above the second-story windows, soldier and rowlock course between the second and third story, and a soldier course at the top of the façade. The façade (north elevation) most likely originally had four storefronts, which are delineated by two-story brick pilasters. The original storefronts have been replaced, infilled with brick and metal-sash plate glass windows. All but one of the second-story windows has been covered. The side (east) elevation is divided by two-story brick pilasters into four sections. The south bay has a recessed door on the first story and single window opening on the second. Two of the first-story sections have been altered with replacement brick and metal-sash windows and doors. The center section has two small window bays, both of which have been covered. All windows on the second story have been boarded.

The Hadley Building at 304 W. 5th Street is a two-story brick building that has a flat roof and is faced with stretcher bond brick. The façade (northeast elevation) is six bays on the second story and two bays on its first story. The first story features two large roll-up metal doors. Window bays on the second story are single and paired one-over-one wood sash. The side (southeast) elevation is nine bays on the first story and 10 bays on the second. First-floor openings consist of rollup metal doors and plate-glass metal-sash windows. Many of the windows on the second story have been covered. Both elevations are capped with a concrete cornice.

The Handler Motor Company Building at 316-320 W. 5th Street is a one-story brick and concrete block building with a brick parapet wall. The main façade consists of four fenestrated bays containing modern steel windows that are sheltered with shallow plastic canopies. The parapet roof combines stepped sections with a central round arch motif in the center. This parapet style is continued on the front sections of the east and west façades. The structure has a large barrel roof with steel hopper windows on the east and west facades. The exterior of the main façade has been extensively remodeled with downsized display windows, stuccoing of the original brick, and alteration of the shape of the parapet. A large addition was constructed on the rear (north) façade of the building sometime in the 1960s. This addition actually faces W. 4th Street with the address "321 W 4th Street." The building has thoroughly modern materials, including synthetic stucco panels, steel windows, and shallow plastic window canopies similar to what is on the main façade of 316 W. 5th Street.

The Auto Hotel Building at 317-325 W. 5th Street is a one-story commercial building that consists of two sections. The larger, southwest block, is six bays with a barrel arch roof and a brick false front façade. The original large opening has been altered from its original configuration. Three bays have rollup metal vehicle doors; the remainder of the opening has been enclosed and has a single-leaf glazed metal door and two one-light fixed metal-sash windows. The entire opening has a soldier course lintel. The two-bay northeast block is one story with a flat roof. This section of the building is faced with six-course common bond brick. The façade has a three-light metal sash window. The corner entrance is canted with a rounded hood. Its single-leaf door has glass block sidelights and transom. The northeast elevation is 12 bays, with multiple-light metal-sash windows with lug sills and two rollup vehicle doors. The southeastern-most bay is recessed, and its metal rollup door is smaller than the original opening. The southeast elevation is 10 bays wide and clad with stucco. The 10 glass block windows are not original to the building; the larger original openings have been enclosed with concrete block. The southwest elevation is unfenestrated.

The Burlington, Cedar Rapids and Northern (BCR&N) Railroad Depot, designed by the Josselyn and Taylor architectural firm of Cedar Rapids, is a one-story brick structure located at 333 W. 4th Street that features a raised foundation of Sioux Falls granite. A two-story central hipped-roof tower is flanked by one-story side-gabled sections. A one-story hipped-roof section is attached to the end of the southern side-gabled sections. The central tower contains the main entrance surmounted by a large semi-circular window. The uppermost section of the tower has small round arch openings set above a corbelled beltcourse. The side-gabled sections have four fenestrated bays on the east façade and brick parapet end walls with large brick chimneys. The north façade has three modern fixed windows surmounted by a large round arch window opening with fixed steel windows. The hipped-roof section has larger, carriage-type doors that have been enclosed or converted into conventional-sized doors.

The building at 620 Jefferson Street sits on the west side of Jefferson Street. The main façade is dominated by a central overhead door that has square wood and glass panels. The overhead door is flanked by a conventional-sized steel door and steel hopper window to the south and two steel hopper windows to the north. Changes in the type of concrete indicate that the conventional-sized door replaced a steel hopper window. The parapet is capped with stainless steel coping. The windows appear to have cast concrete sills.

The building at 708-712 Jefferson is on the west side of the street. The two story brick structure features four storefronts clad with varying materials including T-111 siding and stucco, four fenestrated bays, and a decorative corbelled cornice. One of the storefronts has been heavily altered with a large overhead door. Windows in the upper story of 708-712 are vinyl 1/1 sash with limestone sills and lintels; those at 706 have been boarded up. The cornice is capped with stainless steel coping.

The Stewart-Simmons Press Building at 714-716 Jefferson Street sits on the west side of the street. The two-story brick building features a raised basement, pedimented entrance, and limestone medallion with the scrolled letters "SS" in the center of the second story. The pedimented entrance features a highly decorative frieze and entablature held up by two large brackets. The south elevation has been clad with vertical steel siding to match a large shed roof addition on that same façade. The main (east) façade has been clad with stucco and is three bays wide. Basement windows have been replaced with glass block. First floor winds appear to be fixed aluminum display windows. The upper story windows have been downsized dramatically with 1/1 vinyl sash.

Non-contributing Resources

Doughey Joey's Pizza Joint at 300 W. 4th Street was constructed in 2000 after a fire destroyed the original building. The new two-story structure was built using brick in a design that is similar to the original building but not identical.

The Risque Club at 301 W. 4th Street was constructed in 1950. The exterior of the building has been altered with wood shingles, a faux steep gable entry, and modern windows. Because of the alterations, the building does not represent its original use and design and therefore does not contribute to the district.

The one-story brick building at 313-315 W. 5th Street has undergone significant alterations to its main façade, including installation of steel siding and new storefront windows. The building does not represent its original use and design and therefore does not contribute to the district.

Integrity

The Waterloo West Commercial Historic District maintains an overall moderate degree of all seven aspects of integrity (location, design, setting, materials, workmanship, feeling, and association).

The district occupies its original historic **location** and retains visual proximity to the railroad and the Cedar River. The district continues to be an important location of commerce in the downtown area, as it is adjacent to the Five Sullivan Brothers Convention Center.

The district retains integrity of **design** as it contains good examples of the architectural styles dating from the late nineteenth and early twentieth centuries.

The district has low to moderate integrity of **setting.** Construction of numerous buildings, such as the Five Sullivan Brothers Convention Center, Ramada Inn, and the River Loop Public Market (a large open market), have changed the setting of the district, particularly on its northwest and northeast sides. Expansion of U.S. Route 218 on the district's southwest side has also diminished its setting.

The district maintains moderate integrity of **materials** as most buildings still retain their original masonry and stone walls, decorative brick corbelling, and some original wood windows.

As described above, the integrity of **workmanship** on the main façades of the buildings is high to moderate, with alterations often confined to the storefront on the first floor. The brick facades, fenestration pattern, decorative corbelled cornices, and general storefront configurations still reflect the skills of the local builders. Although storefronts have been altered with modern materials and some window openings enclosed, the district retains sufficient integrity of workmanship to convey its age and historic period.

The **feeling** of the district is still conveyed by the commercial structures as well as the one transportation-related structure, the railroad depot. Overall, the district has a moderate to high degree of feeling and therefore retains sufficient integrity to convey the district's historic period.

The district retains a high degree of **association** as the area continues to serve as the commercial core of west Waterloo. The district contains buildings that were directly associated with the development and expansion of the downtown area west of the Cedar River from the city's earliest settlement period to the mid-twentieth century.

Overall, the district retains sufficient integrity of feeling, association, location, setting, materials, design, and workmanship to convey its period of significance and association with the development and growth of the downtown area from the late nineteenth to the mid-twentieth centuries.

8. Statement of Significance

Applicable National Register Criteria

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

- [x] 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 old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1882-1962

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

Architect/Builder

Josselyn & Taylor

Period of Significance (justification)

The period of significance for the Waterloo West Commercial Historic District extends from 1882, when the first contributing building in the district was constructed, until 1962, when the last contributing resource was constructed. The district continues to serve as a center of commerce on the west side of downtown Waterloo.

Criteria Considerations (explanation, if necessary)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Waterloo West Commercial Historic District meets registration requirements under Criterion A for Commercial Property Types II, III, and IV; and Transportation Property Type I in the MPD, *Historic and Architectural Resources of Downtown Waterloo (Draft)*|(Deiber et al). The district represents the ever changing fabric of the downtown area through three major development periods: second generation, reconstructing main street, and remodeling main street. Fourteen buildings in the district were built before 1917 and thus represent Commercial Property Type II. The buildings in the 200 block of W. 4th Street were constructed in the late 19th century and comprise the most intact section of late nineteenth century commercial buildings in the west side of downtown Waterloo. Many of the Type II buildings built after 1905 such as the Handler Motor Co. Building and the Hadley Building were associated with the development of automobile related businesses along major highways through the city. Five buildings within the historic district represent Property Type III buildings associated with commercial development in the inter-war years from 1917-1942. Five buildings are Property Type IV buildings that were constructed in the 1950s and early 1960s to replace buildings damaged by fire or as infill structures. The district also significantly represents the development of the railroad transportation network with the inclusion of the BCR&N Passenger Railroad Depot.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Waterloo West Commercial Historic District is significant in the area of commerce as it is associated with commercial development in the downtown area of west Waterloo from the late nineteenth to the mid-twentieth centuries. Development of commercial enterprises on both sides of the river mirrored each other throughout the late nineteenth and early twentieth centuries. Commercial Street was the original retail and market center on the west side of the river, and W. 4th Street became further developed as the second half of the nineteenth century progressed. A wide variety of businesses flourished, including large department stores, retail businesses such as meat markets, doctor's offices, and saloons, among others. The arrival of the automobile in the early twentieth century signaled a change in the nature of businesses in the commercial center. Automobile-related businesses began to cluster along W. 5th Street, which was a major highway through the center of downtown in the 1920s. In the 1950s businesses began to modernize their storefronts to attract the declining customer base back to the downtown area. The Waterloo West Commercial Historic District is an intact collection of buildings that represents all of the major development trends of the downtown area of Waterloo.

Developmental history/additional historic context information (if appropriate)

History of the District's Built Environment

Sanborn Fire Insurance maps show that the commercial nature of W. 4th Street from Commercial to Jefferson Streets had become well developed by the late nineteenth century. In 1885 (Figures 3-10), the section of W. 4th Street west of the alley between Commercial and Jefferson Streets contained seven one-two story brick and frame buildings housing a harness shop, two barbers, meat shop, and saloon. Between Jefferson and Bluff Streets the building density was less with a mixture of commercial buildings and churches including Presbyterian and Methodist Churches, Western Hotel, a barn, "hotel barn", paint shop, wood shop, a blacksmith and paint shop, and a lumber shed associated with the Neely-Bryant Lumber Co. Jefferson Street between W. Park and 6th contained predominantly residences with several churches, and hotels located close to the W. 4th Street intersection.

By 1892, W. 4th Street began to resemble a commercial district with the replacement of stand-alone businesses and the churches with two-story brick commercial buildings. The BCR&N Railroad passenger depot building was constructed at the former location of the lumber shed on the southeast corner of W. 4th and Bluff streets. The buildings on Jefferson Street changed little from 1885-1892.

The next five years saw very little change in the buildings located on W. 4th and Jefferson Streets. Several small blacksmith shops were located amongst the dwellings on W. 5th Street from Jefferson to Bluff Streets. However, by 1900 Sanborn maps show several new two-story commercial buildings on W. 4th Street next to the railroad and Bluff Street. A small concentration of blacksmith shops and large livery barns emerged on W. 5th Street as well.

By 1906 the composition on Jefferson Street had started to shift. A two-story brick building and Klinefelter's Livery replaced a dwelling and boarding house. The first automobile related building was constructed on Jefferson housing an automobile shop on the first floor and the Swen Gas Machine Co. on the second floor. The area remained essentially the same in 1910 with the exception of the construction of the Waterloo Steam Laundry building on the south corner of W. 5th and Jefferson Streets.

By 1918, the churches, hotels, blacksmith shops, and smaller commercial buildings on Jefferson and W. 5th Streets had been replaced with one and two-story buildings housing automobile-related businesses. Only a few houses and a church remained on the fringes of the commercial area at the intersection of Jefferson and W. 6th and Park.

The next known publication of Sanborn maps for Waterloo is from 1962. Thus, it is difficult to track the developmental progress of the district through the mid-twentieth century. However, the existing building stock tells us that several automobile related structures continued to be built along Jefferson and W. 5th Street. The 1962 Sanborn shows these buildings and also provides the initial glimpse of the urban renewal movement that would drastically change the surroundings of the district.

Developmental History of the District

Overall, Waterloo experienced a period of unprecedented growth during the three decades between ca. 1880 and ca. 1910, with a large concentration of new development occurring toward the end of the nineteenth century (Figure 11). Waterloo's physical development hinged on four main factors: industrialization, most notably in the agricultural sector; an efficient transportation network; winning the location of the county seat; and intra-city rivalry and competition. Facilitated by the railroads and the city's establishment as a regional processing, wholesaling, and distribution center, the downtown area flourished with new hotels, office buildings, and commercial enterprises (Figures 12 and 13). The decline in the agricultural sector following World War I led to record bank closings and business failures throughout the state. This decline had a direct impact on Waterloo enterprises, with the number of factories in the city dropping from 161 to 95 by 1925 (Thomason & Associates 2006:46). By the 1930s Waterloo had, like much of the nation, fallen into the Great Depression. Despite the challenges of that era, the city persevered and the commercial downtown continued to grow and change. As Waterloo progressed into the twentieth century, the increasing prevalence of the automobile helped to shape the face of the downtown area on both the east and west sides of the river. By the 1920s Waterloo was at the confluence of three highways: 59, 40, and 5. Highway 59 entered the city from the southwest on 4th Street then continued northeast through the downtown area on 5th Street. Auto-related businesses, such as gas stations, garages, auto parts stores, and car dealerships, proliferated through the 1920s and 1930s. On the west side businesses were concentrated from the 200 to 600 blocks of W. 5th Street, the corner of Jefferson and W. Park Avenue, and Commercial from W. 5th to 7th streets.

As part of the considerable new construction during the late nineteenth and early twentieth centuries on Waterloo's west side, Dr. Gabriel G. Bickley built numerous commercial buildings on 4th Street between Jefferson and Bluff streets. As of 1869, Dr. Bickley is mentioned in the newspaper as having a doctor's office on the south side of Jefferson between the Baptist and Presbyterian churches (*Waterloo Courier,* November 25, 1869:1). In 1873 Dr. Bickley operated on the west side of 4th Street between Jefferson and Bluff (Waterloo City Directory 1873); however, by 1886 the office was located at the corner of 4th and Commercial (Waterloo City Directory 1886:82).

In May 1890 construction began on a "double brick block," financed by Dr. Bickley, at the rear of the Presbyterian Church on the corner of 4th and Jefferson (*Waterloo Courier,* May 7, 1890:8). By November 12 that same year, Lamb and Cook's grocery and Thurston's meat market had moved into the new building (*Waterloo Courier,* November 12, 1890:1). By 1900 the building housed a bakery, grocery, and a plumbing and heating business. A photography studio was located on the second floor (Sanborn 1900:23). By 1910 the Scenic Theatre with its "high class moving pictures and illustrated songs" was located at 316 W. 4th (*Waterloo Daily Times Tribune,* August 31, 1910:2). The theatre was short-lived as the space had changed to a drugstore by 1918 (Sanborn 1918:60). The M.J. Tritz photography studio maintained a presence on the second floor of the building between 1905 and 1924. By 1916 Dr. Bickley Jr. had set up an office on the second floor at 318 W. 4th Street (Waterloo City Directory 1916:636).

Another "double brick block" at 322-324 W. 4th Street was erected by another physician, Dr. E. E. Dunkelberg, in 1904 (*Waterloo Daily Courier,* September 30, 1904:8). Upon completion of the building, Drs. E. E. and R.A. Dunkelburg occupied the second floor. In 1906 the Foster Co. moved into the first floor of the building, using the advertising slogan "Our new business home is finished in white. You'll get white treatment if you deal with us" (*Waterloo Times-Tribune,* June

5, 1906:8). By 1910 the firm of Wilson and Anderson occupied the building (Waterloo City Directory 1910). By 1916 the Dunkelbergs vacated the second story, and in 1931 A. R. Klingaman and Your Furniture Store occupied the building (Waterloo City Directory 1931).

The Imperial Block, located at 217-219 W. 4th Street, was originally home to one of the last banks to be constructed in nineteenth-century Waterloo, the Waterloo State Bank. The bank, which occupied the ground floor on the half of the building adjacent to the alley to the east, was described at the time as "well arranged for that purpose and is fitted up in a style of elegance in union with the handsome exterior" (*Waterloo Courier,* December 31, 1892:8). The bank opened in 1892 but survived only nine years until 1901 (Long 1986:147).

The building at 229 W. 4th Street dates to ca. 1882. The building may have been built by G. Hartman to house his saloon. Sometime between October 11 and December 13, 1892, the Ciresi and Jraziano fruit store moved to 229 W. 4th Street.

The building at 227 W. 4th Street appears to have been constructed in 1885 by J. B. Myer. The space was immediately leased to Walker & Jones for a meat market (*Iowa State Reporter,* April 23, 1885:10). Around 1896 the building was occupied by Mike Mercurio, who established a fruit and candy store. Mercurio occupied the building until 1910 (Waterloo City Directory). By 1916 the store was occupied by the Cianciola Brothers. In 1924 the building was vacant. From 1931 to 1946, the Progressive Shoe Repair shop occupied the building.

The building at 221 W. 4th Street dates to ca. 1892 and housed Drs. G. G. and J. G. Bickley until at least 1916 (Waterloo City Directory 1904-05). In 1910 the Bickleys moved their offices to the second floor, and the first floor was occupied by J. E. Geertsen and the Peterson Brothers. By 1924 the Waterloo Clothing Company occupied the entire building. From 1935 to 1941, the building was vacant. A business named Rendezvous and a jewelry store occupied the building in the 1940s and 1950s.

In June 1897 Jacob Fuess and Ernest F. Volkmann purchased the property at 225 W. 4th Street from W. A. Chapin for $2,000 and a small parcel behind the Chapin building from Drs. Bickley to construct a new two-story brick building. The first floor of the building was to be used for the Fuess and Company meat market, which was then housed at 227 W. 4th Street. The upper floors would be used for apartments (*Waterloo Daily Courier,* June 5, 1897:1). Construction on the building began around August 1 (*Waterloo Daily Courier,* July 13, 1897:5). The building cost $6,500 to construct (*Waterloo Daily Courier,* January 5, 1898:3). Fuess & Volkman continued to occupy the building until at least 1905. By 1910 Bradbury & Webb occupied the building. In 1916 the building stood vacant. In 1924 the lower floor was occupied by U. G. Kramer; the upper floor was vacant. By 1931 the building was again vacant. By 1935 the Park Paint and Glass Company occupied the first floor. The upper floor was occupied by L. E. Deits. The Park Paint and Glass Company continued to occupy the building until at least 1955 (Waterloo City Directories). Sometime in the 1950s, the company renovated the storefront with glass blocks and an Art Deco-style metal framework. In 1960 the building was occupied by Acme Reproduction and Supply blue printing (Waterloo City Directories).

The building at 223 W. 4th Street was built in 1904 by Henry Myers. In August 1904 Frank Kistner sold his property at 223 West 4th Street to Henry Myers for $4,400. The old frame building that was on the property had been occupied by Kistner since he started a shoe store in 1887. It was the only frame building left of the block (*Waterloo Semi-Weekly Courier,* August 5, 1904:2). The new building was constructed for $4,000 (*Waterloo Daily Courier,* January 2, 1905:9). By October 1904 Henry Myers had started construction on a two-story brick building on the lot. At the same time the Bickleys were completely remodeling their ca. 1892 building, located to the east of the Myers building (*Semi-Weekly Reporter,* October 18, 1904:5). This remodeling may account for the similar appearance of the facades at 221 and 223 W. 4th Street. From 1910 to 1916, the People's Store occupied the first floor. In 1910 the second floor by Drs. Bennett and Gremm. By 1924 the building was vacant. By 1931 Gambles Stores occupied the building. From 1941 to 1955 Walden Photos occupied the building.

One block west, between Jefferson and Bluff streets, the 300 block of W. 4th Street contains a number of late nineteenth- to mid-twentieth-century brick commercial buildings on both the north and south sides of the street. In 1885 the south side of W. 4th Street west of Jefferson Street contained (from east to west) a Methodist Episcopal Church, the Western Hotel, and, west of the alley between Jefferson and Bluff streets, a barn, "hotel barn," a paint shop, a wood shop, a blacksmith and paint shop, and a lumber shed associated with the Neely-Bryant Lumber Co. Today, that side of the street is home to four buildings dating to the early 1950s. The latter buildings replaced the earlier Congress Hotel, which was destroyed by a

fire in an adjacent building in 1950. The buildings currently house a nightclub, three bars, a Chinese restaurant, and a hair salon.

Although the Assessor's Records note that the building at 310-312 W. 4th Street was constructed in ca. 1905, history and city directories show that there was a three-story structure in this location until at least 1960. A small fire was reported in the back of the building on August 5, 1977. The building was downsized rather than demolished at this time as the side elevation of the building still retains the early twentieth century brick exterior and an original tin ceiling on the interior. Building permit records indicate that the storefront was remodeled in 1941 (*Waterloo Courier,* June 18, 1941:2). In 1929 the original 1905 "Pinkerton Block" building was sold by Sam H. Pinkerton to R. N. Cowin and J. A. Young. Described as three stories in height and of brick construction, the building was occupied by the Great Atlantic & Pacific Tea Co. (A&P) on the first floor and the I. O. O. F. No. 716 Lodge and club rooms on the second and third floors (*Waterloo Courier,* February 1, 1929:14). The building currently houses the XL Bar.

In 1913, Stewart-Simmons Press, established in Waterloo in 1902, moved into the newly built commercial building at 714-716 Jefferson Street, which still bears the company's insignia. In that year Stewart-Simmons doubled its press capacity and tripled its typographical and bindery service. This growth also brought with it the launching of the Creative Advertising Service Department, as advertising staff were recruited and the company expanded into eight Midwestern states as the first "Creative Printer" in the Midwest (*Waterloo Courier,* June 20, 1954:7). According to the 1918 Sanborn map the Stewart-Simmons office was located in the southernmost bay at the front of the Jefferson Street building, with stock in the basement, "composing" on the first floor, and the photography department on the second floor. The third floor was given over to the Corn Publishing Company, and was furnished with printing machinery specific to their needs. With a circulation of over 100,000 to various localities throughout the so-called Corn Belt, the company was considered to be "one of the most substantial concerns in the city" (*Waterloo Daily Times-Tribune,* August 31, 1913: 1). By 1954 Stewart-Simmons had become the largest advertising and printing company in Iowa. The creative department morphing into an integrated Advertising-Merchandising-Sales-Promotion service, winning national awards for merchandising packages and advertising design (*Waterloo Courier,* June 20, 1954:7).

The two-story, brick building at 301-309 W 5th Street (aka 704-706 Jefferson Street) was built in 1913. The abstract for the building indicates that George Garreston and J.K. Joder and wife sold the parcel to H.A. Maine and H.B. Plumb. H.A. Maine started constructing the building in July 1913 (*Waterloo Evening Courier*, July 3, 1913:5). The adjacent building, which was being constructed by Stewart-Simmons Press was nearing completion at that time. H.A. Maine, a popular contractor at the time, was also working to complete the multi-story Blacks Dry Goods Building on Sycamore Street. H.A. Maine and his father James Maine were contractors on numerous buildings in the downtown area including First National Bank, Marsh Place Building, C. A. Marsh Building, and Crystal Theatre. One can posit that since the adjacent building was nearing completion, construction of the two buildings was melded: materials from the façade of the Stewart-Simmons building being used on the H.A. Maine building. One of the first businesses in the building was the General Machine and Supply Company at 305 W. 5th Street. The remaining storefronts were vacant in 1914 (Waterloo City Directory 1914). By 1915, a grocery and Repass Automobile Company occupied the storefronts at 301 and 303 W. 5th Street. In 1916, city directories indicate the building was vacant. By 1919, the building was occupied by the Wolf Chemical Company of Iowa managed by the Eason Brothers (*Waterloo Evening Courier*, April 5, 1919:15). The upper floors contained apartments, the Jefferson Apartments, and were accessed via the entrance at 704 Jefferson Street. In 1924, Iowa Tire and Specialties Company was the main business in the building (Waterloo City Directories). The George & German grocery was at 301-303 W 5th Street from 1931 to at least 1941. In 1935, Havel Used Auto Sales was at 305-309 W 3rd Street (Waterloo City Directories). In 1946, the Midway Food Market moved into the corner space; while L. H. Price Mercantile Company occupied the storefront at 305 W. 5th. No historic images could be found of the building.

The building at 708-712 Jefferson Street may have been constructed at the same time as the building at 301-309 W. 5th Street (aka 704-706 Jefferson Street) as its façade extends to the 706 Jefferson Street façade, though the property line was clearly delineated in deed records between 706 and 708 Jefferson Street. The three storefronts at 708-712 were sold at auction on July 7, 1917 (*Waterloo Evening Courier,* July 4, 1917:2). After the sale, the three storefronts were occupied by several Greek-owned businesses including James Makadases, Mavras & Psaros, and John Georgas. By 1931, the Jefferson Café had occupied the storefront at 712 Jefferson Street. Olson's Place tavern occupied 708 Jefferson Street from 1935 to at least 1941. The furnace company of Stegman and Trainor/Trainor & Brown occupied 710 Jefferson Street from 1931 to at least 1946 (Waterloo City Directories).

The Automobile Era

As Waterloo progressed into the twentieth century, the increasing prevalence of the automobile helped to shape the face of the downtown area on both the east and west sides of the river. In 1903 and 1908, the 4th and 5th street bridges connecting east and west Waterloo were replaced with newer designs to keep in step with increased traffic and loads. According to Long (1986:153), "New technologies brought new shops, including... eighteen auto tire shops, and five auto accessories shops" in 1928. In the 1930s two more bridges were built across the Cedar River at Park Avenue and 18th Street to further deal with traffic.

The 1906 two-story, three-bay brick commercial building at 612-616 Jefferson Street was occupied by the Waterloo Auto & Supply Co., which sold Buick, Franklin, Cadillac, and Pope automobiles, in 1908 (*Waterloo Daily Courier* March 18, 1908:3). The building was next occupied by the Milo H. Miller garage. In January 1924 it became home to the Waterloo Motomart, part of the "Appleby Plan" used car franchise. Based in Detroit, with its Iowa state headquarters in Des Moines, the Appleby Plan banked its success on the notion of "a square deal all around," with advertising of the day claiming that its 10 percent handling charge was at least 17 percent less than "merchandising in the old way" (*Waterloo Evening Courier*, January 30, 1924:7). When the franchise opened in Waterloo in 1924, its manager was W.R. Brown. By 1945 a local post of the Veterans of Foreign Wars (V.F.W.) had moved into the building.

In the 1920s Waterloo was at the confluence of three highways: 59, 40, and 5. Highway 59 entered the city from the southwest on 4th Street, jogged over to 5th Street at Wellington, then continued northeast through the downtown area on 5th Street. The highway then traveled north on Franklin Street and Logan Avenue. Highway 5 entered town on Westfield to Commercial Street, then followed 5th across the river to Independence Avenue. Thus, all highway traffic for these three routes followed 5th Street from Commercial on the east side of the river to Franklin Street on the west side.

By the late 1920s automobile use in Black Hawk County had increased to over 16,000 registered vehicles. Auto-related businesses such as gas stations, garages, auto parts stores, and car dealerships proliferated through the 1920s and 1930s. These businesses clustered around the periphery of the established downtown district and along the major highway thoroughfares of 5th, Commercial, and Franklin streets on the east side. On the west side businesses were concentrated from the 200 to 600 blocks of W. 5th Street, the corner of Jefferson and W. Park Avenue, and Commercial from W. 5th to 7th Streets (Waterloo City Directories; Sanborn Fire Insurance Maps).

To support the heavy loads of cars, multi-story automobile garages required additional structural strength. Garages also had to have sufficient space to provide ramps to move automobiles between floors. J. H. Hadley's garage (304 W. 5th Street), built in 1923, had two floors and a full basement with car ramps in between. The structure cost nearly $40,000 (*Waterloo Evening Courier,* March 19, 1923:1).

Besides garages, numerous other types of auto-related businesses were built in the periphery of the downtown area. Early businesses occupied rooms in larger commercial buildings. As demand for services grew, new buildings were built strictly to house auto-related businesses from dealers to auto service and repair. In May 1911 the proprietors of the Waterloo Steam Laundry, Bernbrock and Sibert, purchased several lots on W. 5th Street for $20,000 to build a three-story building at 217-219 W. 5th Street (*Waterloo Evening Courier,* May 2, 1911:1). By January 1912 the building was completed and the Repass Auto Co. leased two rooms on the second story (*Waterloo Evening Courier,* January 18, 1912:1). By 1916 the auto company occupied most of the building along with the Waterloo Engraving and Service Company (Waterloo City Directory 1916). From 1931 to 1955, the Standard Battery and Electric Company occupied the building. The engraving company remained during those years. Starting in 1955, the building was also occupied by the Weston-Barnett advertising agency (Waterloo City Directory). In 1961 the building was listed for sale with G. H. Scully & Son (*Waterloo Daily Courier*, November 26, 1961:59).

Around 1923, the building at 313-315 W. 5th Street was constructed for the Standard Battery & Electric Company. The first advertisement for the company was on January 2, 1924 (*Waterloo Evening Courier,* January 2, 1924:5). In 1929 the Bennett Tire & Battery Company, based in Burlington, moved into the building and continued to occupy the location until 1934 (*Waterloo Evening Courier,* December 21, 1928:12).

The Handler Motor Company building at 316-320 W. 5th Street was built ca. 1927. The building was initially occupied by Billeter Chevrolet until 1931, when the Handler Motor Company, which specialized in automobile accessories and parts, took over the building. In 1931 Handler expanded to the building at 317-325 W. 5th Street to provide used car service and

sales. The Handler Motor Company was also the sole distributor for United Motors Service (*Waterloo Daily Courier,* January 1, 1933:1).

Around 1928 the building at 317-325 W. 5th Street was built. It initially housed the Auto Hotel, which sold used automobiles. As mentioned above, by 1931 the Handler Motor Company moved their used car sales into the building. By 1935 the Reed Transfer and Storage Company occupied the building (Waterloo City Directories).

On Sunday, March 19, 1950, a fire at Herb-Bee's Soda Bar & Grill at 307 W. 4th Street caused an estimated $100,000 worth of damage to that business and adjacent buildings at 301 through 313 W. 4th Street. The greatest impact was on the Congress Hotel (former Hall House/Metropole Hotel), which was 75 percent damaged and could not be salvaged. Located at 313 W. 4th Street, the hotel also contained an appliance store, a barber shop, and a print shop on its ground floor at 309, 311, and 315 W. 4th Street, respectively (*Waterloo Daily Courier,* March 20, 1950:1-2). The contrast between today's one-story buildings on that side of the street and the older two-story buildings at 316-324 W. 4th Street are the result of rebuilding following the fire. Today, the block consists of a single building at 301 W. 4th, two storefronts at Nos. 303-305, three storefronts at Nos. 307-309-311, and a single building at No. 315.

Fires continued to impact the downtown area until the end of the twentieth century. On June 4, 1999, a fire destroyed Doughy Joey's restaurant and three adjacent buildings (*Waterloo Daily Courier,* June 6, 1999:B1).

Architects

Josselyn & Taylor

In January 1882, the firm of Josselyn & Taylor was formed by Eugene Hartwell Taylor and Henry S. Josselyn. The main office was in Cedar Rapids with a branch office in Des Moines, Iowa. Taylor worked out of the Des Moines office; while Josselyn worked in Cedar Rapids. In 1883, the Cedar Rapids office closed with both partners working in Des Moines. However, in January 1884, Josselyn returned to Cedar Rapids and re-opened the office. By 1886, the Des Moines office closed and all work came out of the Cedar Rapids office (Shank 1999:159-160).

George Josselyn, Henry S. Josselyn's father, educated in the field of mechanical engineering in Germany and became a contractor when he came to the United States in 1839. Henry Josselyn's first known job was as a clerk for his father, who was Superintendent of Construction on the Hospital for the Insane in Independence, Iowa. Josselyn then studied at the Massachusetts Institute of Technology in 1876, taking a two-year special course in architecture (Wenger 1985:1). After traveling for a year in Europe, Henry made a proposition to his father that they should go into business together. The firm of George Josselyn and Son, Architects was formed in Independence, Iowa around 1881 (Wenger 1985:3).

In 1876, at that same time as Josselyn, Eugene H. Taylor enrolled in the same two-year special course in architecture, where he met Josselyn. Taylor had lived with his mother and older sister in Grinnell, Iowa since 1862. He attended the Iowa College Academy and Iowa College in Grinnell, Iowa, receiving a Bachelor of Science degree in 1876 (Wenger 1985:1). After working as a draftsman for the architect, J.J. Flanders in Chicago, Taylor proposed a partnership with Josselyn. The firm of George Josselyn and Son was dissolved in 1882 with George Josselyn serving as an architect in the firm; but not a partner (Wenger 1985:4).

In the beginning of the firm's practice, their buildings such as Alumni Hall in Grinnell and Christ Episcopal Church in Waterloo exhibited the Gothic Revival styles. In the mid-1880s, the firm designed larger buildings such as the Burlington, Cedar Rapids & Northern (BCR&N) Railway's General Office Building in Cedar Rapids and passenger depot in Waterloo, Cedar Rapids' YMCA and Morrill Hall for the Iowa State Agricultural College in Ames, Iowa (Wenger 1985:4).

Large commissions by the firm at the turn of the century included the Iowa building at the 1893 Chicago World's Fair, Agricultural Hall at the Iowa State Agricultural College, Iowa Hospital for the Insane in Cherokee, Cedar Rapids Savings Bank Building, and the Medical Hospital for the State University of Iowa in Iowa City (Wenger 1985:5).

At the beginning of the twentieth century, the firm designed numerous buildings in Cedar Rapids such as Mercy Hospital, the Carnegie Library, Montrose Hotel, and Security Savings Bank Building (Wenger 1985:5).

Eugene Taylor died on October 29, 1924 after being struck by an automobile while riding his bicycle in Cedar Rapids. Josselyn continued the business bringing on a new partner, Benjamin Todd of Shenandoah in September 1925. However, the partnership dissolved in 1929 (Wenger 1985:6).

Future Plans in the District

The buildings in the 200 block of W. 4th Street are undergoing rehabilitation using both federal and state incentives for rehabilitation. Waterloo has an active Historic Preservation Commission and is a Main Street community. Most of the preservation efforts have been centered on the east side of the downtown area, but there is intense interest in rehabilitating buildings on the west side, which has venues, such as the Sullivan Convention Center, that draw large crowds to the area. Recent investment in a public downtown market has also increased interest in this area for development.

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1959 Weston-Barnett Co. Figures in Merger. August 27:3.
1961 G. H. Scully & Son Advertisement. November 26:59.
1968 President Hotel Housing Project Plans Completed. November 1:3.
1969 Plan Park Towers Completion Dec. 1. July 20:s. 2, p. 15.
1969 Wards To Open. October 26:1.
1970 Landmark's New Identity. February 9:6.
1999 Ashes: Fire Robs Waterloo of A Piece of Its Heritage. June 6:B1.

Waterloo Daily Times Tribune
1906 City News In Brief (Column 2). June 5:8.
1910 Stewart-Simmons Press. May 1:np.
1910 Scenic Theatre. August 31:2.
1913 Corn Publishing Co. Is Moving. August 31:1.

Waterloo Evening Courier
1910 K of P's to meet in Masonic Temple. March 21:5
1910 Old Cedar Valley House Property Is Transferred. October 6:5.
1911 City In Brief. February 4:5.
1911 Fowler Bros. New Building. February 18:5.
1911 Break Ground For Fowler Building. April 19:8.
1911 C.E. Frederick Leases New Room. May 1:6.
1911 Laundry Firm Purchases Site. May 2:1.
1911 Friedl Bakery Modern Plant. November 10:3.
1912 YWCA Home for 1912. January 9:4.
1912 New Rooms For Repass Auto Co. January 18:1.
1913 Excavators Are Hurrying Work. July 3:5.
1915 Foundation Let for Memorial Hall. June 21:3
1916 Memorial Hall. January 1:34
1916 Memorial Hall, Blackhawk's Temple to Patriotism, Now Dedicated to Its Purpose. January 5:5.
1917 Three Fine Business Properties. July 4:1.
1919 Advertisement. April 5:15.
1923 J. H. Hadley Buys Busy Corner Site For Big Building. March 19:1.
1923 Parking Ordinance Downtown District Will Be Enforced. April 26:4.
1924 Advertisement. January 2:5.
1924 Trading in Confidence. January 30:7
1924 Cedar Falls Band to Accompany Elks to State Session. May 8:10
1924 For Sale: Elks Club Buildings. July 15:9
1924 Cornerstone Laid for New Home for Elks Lodge Here. November 10:1
1924 Waterloo Dedicates Institution to Women of Tomorrow. November 29:5
1925 Artistic Delight and Utility Aligned in $200,000 Club. December 5:9
1925 Dance at Elks Club. December 31:1
1927 Ridenour House Will Be Wrecked; Two Others Moved. June 6:2.
1927 Building Permits. June 29:2.
1927 Nine-Story $625,000 Hotel To Be Built Here. September 24:22-23.
1927 Westinghouse Subsidiary Buys Supply Co. Here. October 31:32.
1927 Campbell Baking Co. Goes Into Its New Plant in '27. December 31:10.
1928 Wenzel Friedl Building Will Be Remodeled Into Apartments. March 17:15.
1928 Building Permits. June 12:2.
1928 Bennett Tire & Battery Co. Will Open Store Here. December 21:12.
1929 Hotel President Opens Tonight; Many Will Attend Banquet. January 10:15, 16, 18.
1929 Montgomery Ward & Co. Advertisement. July 5:8.
1929 Andrae, Selzer Firms Will Move To Larger Space. July 22:7.

Waterloo Evening Courier and Reporter
1916 Fire and Smoke Do Much Damage. January 27:12.
1916 Now for 1917 Advertisement. July 12:9.
1922 Cornerstone of First Presbyterian Church goes from Old to New Structure. July 1:1
1924 Trading in Confidence Advertisement. January 30:7.

Waterloo Semi-Weekly Courier
1904 Kistner Sells Out. August 5:2.

Waterloo Sunday Courier
1933 Waterloo Spends Million for Improvements. January 1:1

Waterloo Times-Tribune
1906 City News In Brief. June 5:8.

Wenger, Galen
1985 *Josselyn & Taylor, Architects*, unpublished manuscript in Galen Wenger collection, February 21.

Waterloo West Commercial Historic District
Name of Property

Black Hawk County, Iowa
County and State

Previous documentation on file (NPS):

____preliminary determination of individual listing (36 CFR 67 has been requested)
____previously listed in the National Register
____previously determined eligible by the National Register
____designated a National Historic Landmark
____recorded by Historic American Buildings Survey #_____
____recorded by Historic American Engineering Record # _____
____recorded by Historic American Landscape Survey # _____

Primary location of additional data:

X State Historic Preservation Office
____Other State agency
____Federal agency
____Local government
____University
____Other
Name of repository: _____

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property 6 acres
(Do not include previously listed resource acreage.)

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

	Zone	Easting	Northing		Zone	Easting	Northing
1	15	554228	4704675	3	15	554248	4704889
2	15	554310	4704743	4	15	554219	4704912

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary of the Waterloo West Commercial Historic District is shown as a dashed line on the accompanying map and is generally bounded by W. 4th Street on the northwest, Washington (Bluff) Street on the southwest, halfway between W. 5th and W. 6th Streets on the southeast, and Jefferson Street on the northeast.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes buildings on W. 4th, W. 5th, and Jefferson streets that have moderate to high degrees of integrity and that represent the historic contexts outlined above.

11. Form Prepared By

name/title Camilla R. Deiber, Mike Yengling, Stephanie Jacobe, and Sarah Groesbeck
organization The Louis Berger Group, Inc. date March 17, 2013
street & number 1600 Baltimore Avenue, Suite 100 telephone 816.559.3815
city or town Kansas City state Missouri zip code 64108
e-mail cdeiber@louisberger.com

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map (Figure 14).

Name of Property: Waterloo West Commercial Historic District

City or Vicinity: Waterloo

County: Black Hawk **State:** Iowa

Photographer: Camilla Deiber, The Louis Berger Group, Inc.

Date Photographed: April 2013

Description of Photograph(s) and number:
All digital images labeled as follows: IA_BlackHawkCounty_WaterlooWestCommercialHD#.tif

001. Southeast side of W. 4th Street between Commercial and Jefferson Streets

002. Southwest side of Jefferson Street between W 4th and W. 5th Streets

003. View facing south of Jefferson Street and W 4th Street intersection

004. View facing west from Jefferson Street of W. 4th Street between Jefferson and Washington Streets

005. View facing south from Jefferson Street of W. 4th Street between Jefferson and Washington Streets

006. View facing southeast of 217-219 W. 4th Street (Imperial Building)

007. View facing south by southwest of southeast side of W 4th Street

008. View facing west of W. 4th Street between Jefferson and Washington Streets

009. View facing northwest of 316-324 W. 4th Street (Bickley Block and Dunkelberg Building)

010. View facing south of 333 W. 4th Street (BCR&N Railroad Depot)

011. View facing north from Washington Street of W 4th Street between Jefferson and Washington Streets

012. View facing east from Washington Street of W 4th Street between Jefferson and Washington Streets

013. View facing east from Washington Street of W 5th Street between Jefferson and Washington Streets

014. View facing north from Washington Street of W 5th Street between Jefferson and Washington Streets

015. View facing west from W 5th Street of Jefferson Street between W 4th and 5th Streets

016. View facing northwest from W 5th Street of Jefferson Street

017. View facing south from Jefferson Street of W 5th Street

Waterloo West Commercial Historic District
Name of Property

Black Hawk County, Iowa
County and State

Property Owner:

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

name see continuation sheet

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Section Number: 10. Geographical Data

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

	Zone	Easting	Northing		Zone	Easting	Northing
5	15	554146	4704895	6	15	554073	4704811

Section Number: Additional Documentation

Property Owners' List

Property Address	Property Owner	Adress	City
304-308 W 4TH ST	KBBT INC	1809 MANDALAY DR	CEDAR FALLS, IA 50613
310-312 W 4TH ST	COMMUNITY NATIONAL BANK	PO BOX 1288	WATERLOO, IA 50704
316-320 W 4TH ST	PENN,RICHARD L AND SHARON ARMFIELD PENN	PO BOX 1355	WATERLOO, IA 50704
300 W 4TH ST	POLAR BEAR INVESTMENTS LC	910 PROSPECT BD	WATERLOO, IA 50701
322-324 W 4TH ST	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
227-229 W 4TH ST	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
225 W 4TH ST	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
223 W 4TH ST	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
221 W 4TH ST	OSI L L C	221 W 4TH ST	WATERLOO, IA 50701
219 W 4TH ST	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
217 W 4TH ST	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
606-608 JEFFERSON ST (aka 301 W 4TH ST)	HAA L L C	1505 DANISH DR	CEDAR FALLS, IA 50613
618-620 JEFFERSON ST	SCHROEDER,DEBORAH D AND MC DOUGALL,GARY D	2159 BLAKE BD SE	CEDAR RAPIDS, IA 52403
304 W 5TH ST	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
313-315 W 4TH ST	KRICKOVIC,NIKOLA	1151 GRANT ST	WATERLOO, IA 50702
307 W 4TH ST	METRO INVESTMENTS LLC	PO BOX 622	CEDAR FALLS, IA 50613
305 W 4TH ST	ZHENG,YUN	305 W 4TH ST	WATERLOO, IA 50702
303 W 4TH ST	HAA LLC	1505 DANISH DR	CEDAR FALLS, IA 50613
333 W 4TH ST	DEPOT RESTORATION CORP	PO BOX 1026	WATERLOO, IA 50704
309-311 W 4TH ST	OKANOVIC,NEDZAD	1023 KAPLAN DR	WATERLOO, IA 50702
316-320 W 5TH ST	SLIFE,JAMES H	PO BOX 2516	WATERLOO, IA 50704
301-309 W. 5TH ST (aka 704-706 JEFFERSON ST)	JSA DEVELOPMENT LLC	315 E 5TH ST	WATERLOO, IA 50703
313-315 W 5TH ST	PAJAZETOVIC,DAMIR AND PAJAZETOVIC,FATA	1202 BERTCH AV	WATERLOO, IA 50702
317 W 5TH ST	HANISCH,STEVEN	317 W 5TH ST	WATERLOO, IA 50701
321-325 W 5TH ST	LEWIS,DICK L AND LEWIS,HARRIET L	1838 PINEHURST LN	WATERLOO, IA 50701
612-616 JEFFERSON ST	MB RENTALS LLC	315 E 5TH ST	WATERLOO, IA 50703
708-712 JEFFERSON ST	SABANAGIC,NERMINA	3701 COBBLESTONE CR #5	WATERLOO, IA 50701
714-716 JEFFERSON ST	LEWIS,DICK L AND LEWIS,HARRIET L	1838 PINEHURST LN	WATERLOO, IA 50701

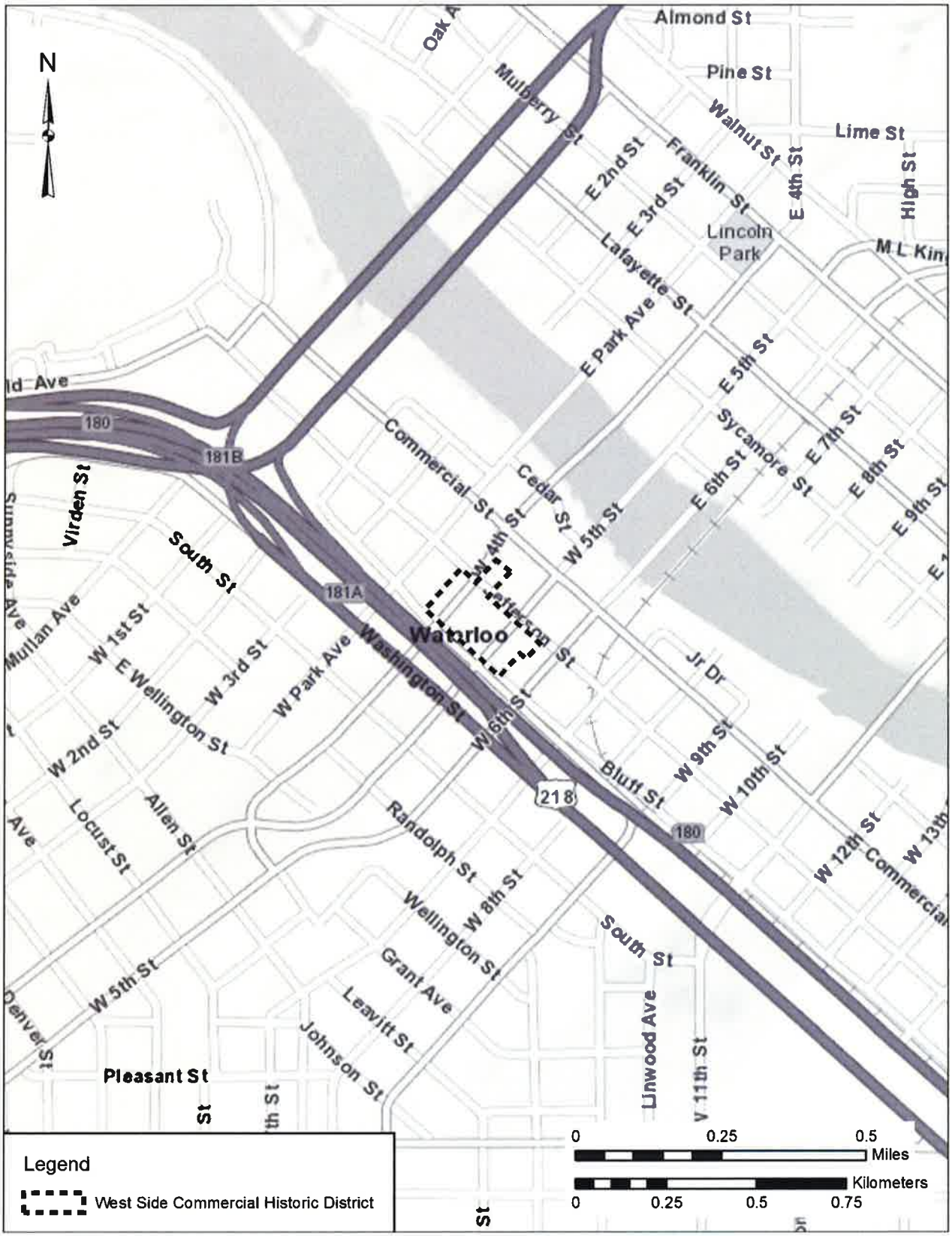


Figure 1. Location of Waterloo West Commercial Historic District ***ESRI 2013b***

Section Number: Imbedded Images

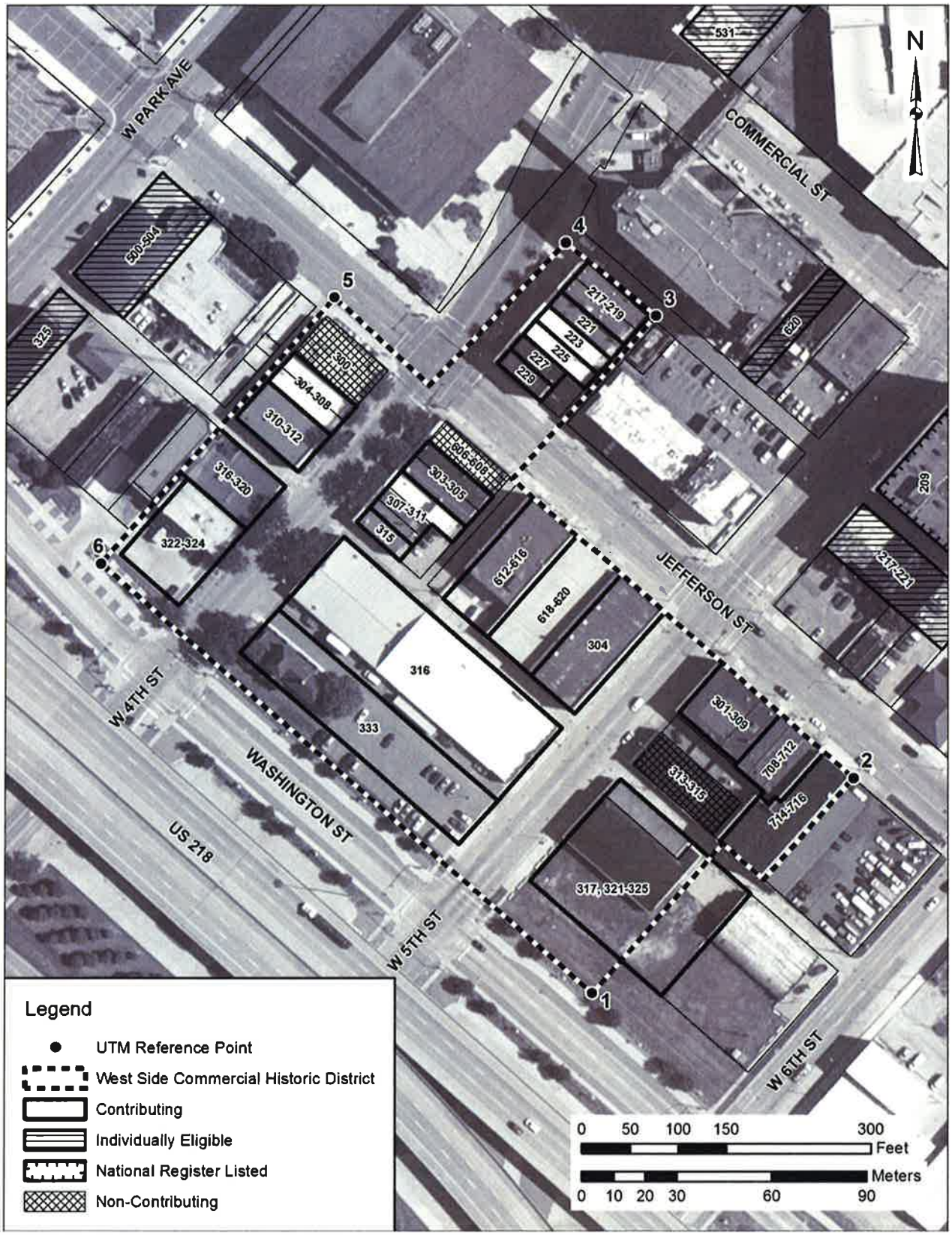


Figure 2. Waterloo West Commercial Historic District Boundary ***ESRI 2013a***

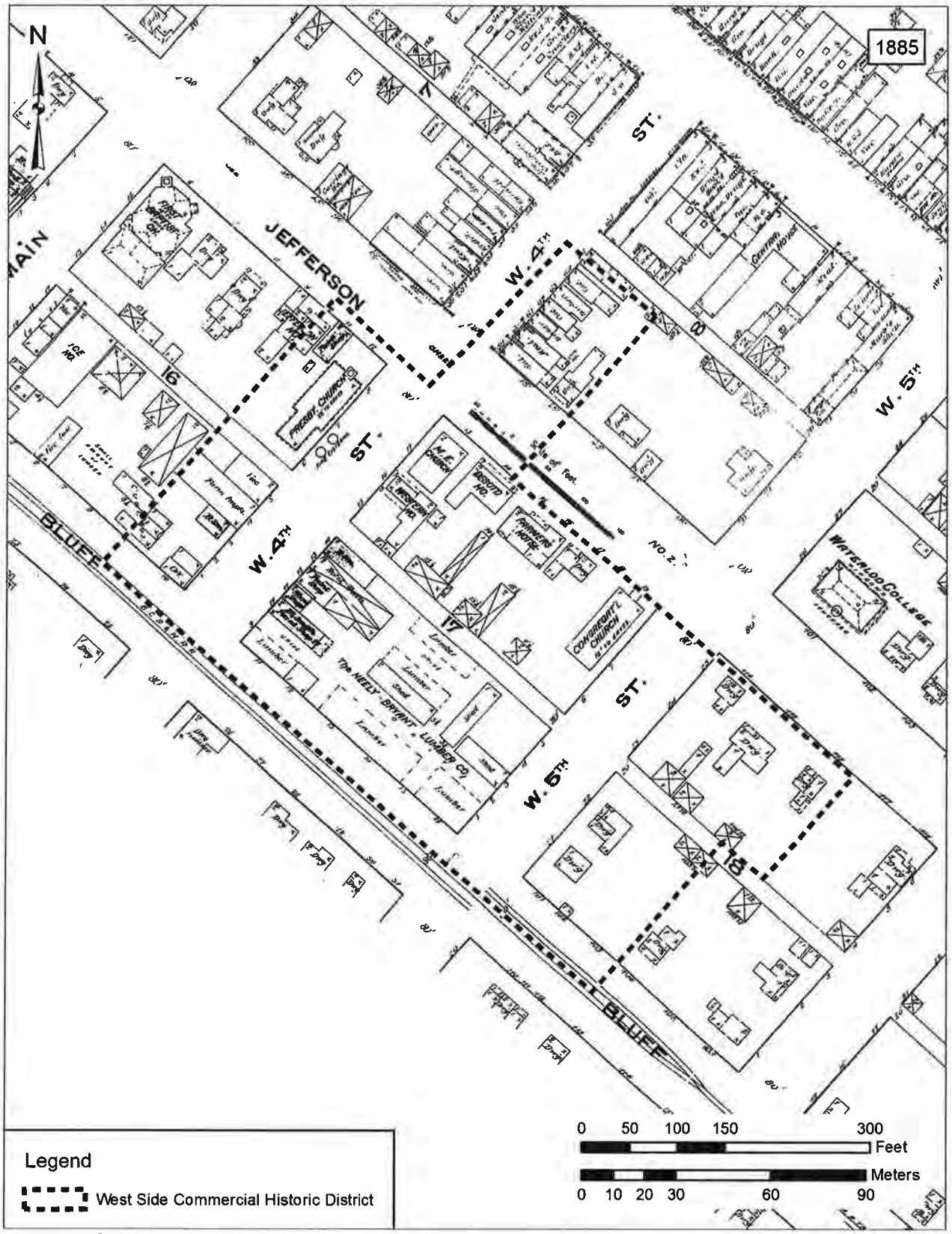


Figure 3. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1885

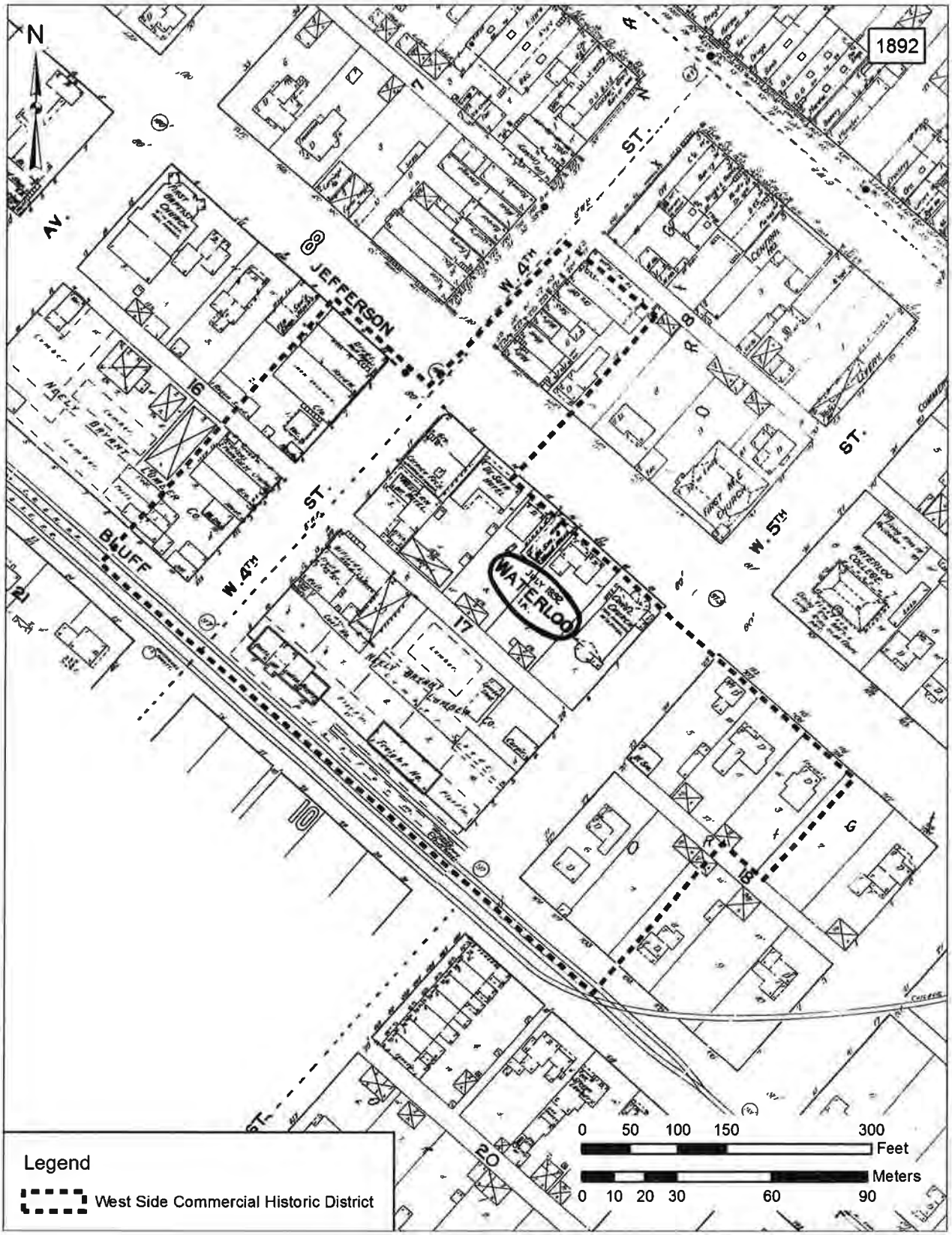


Figure 4. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1892

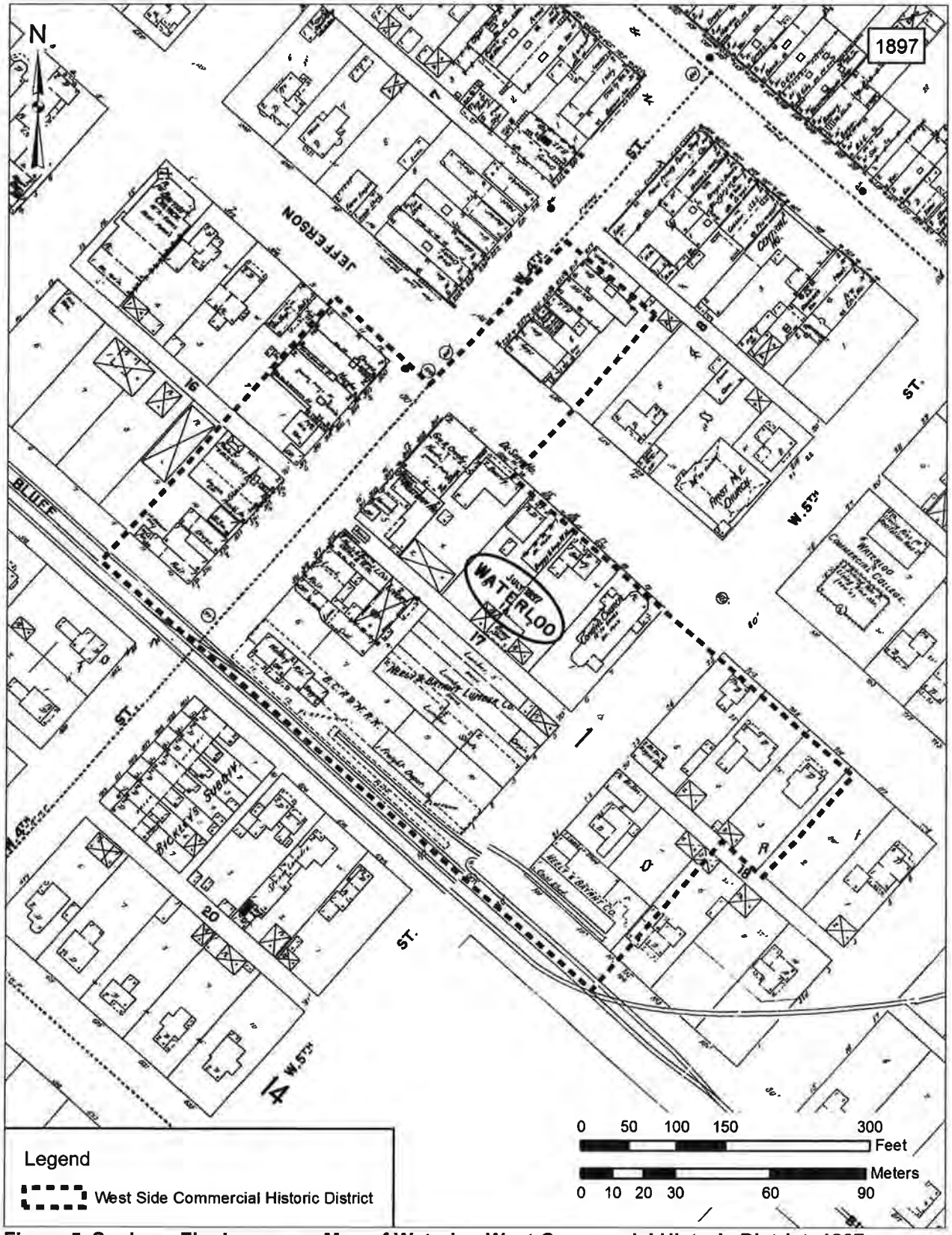


Figure 5. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1897

Figure 6. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1900

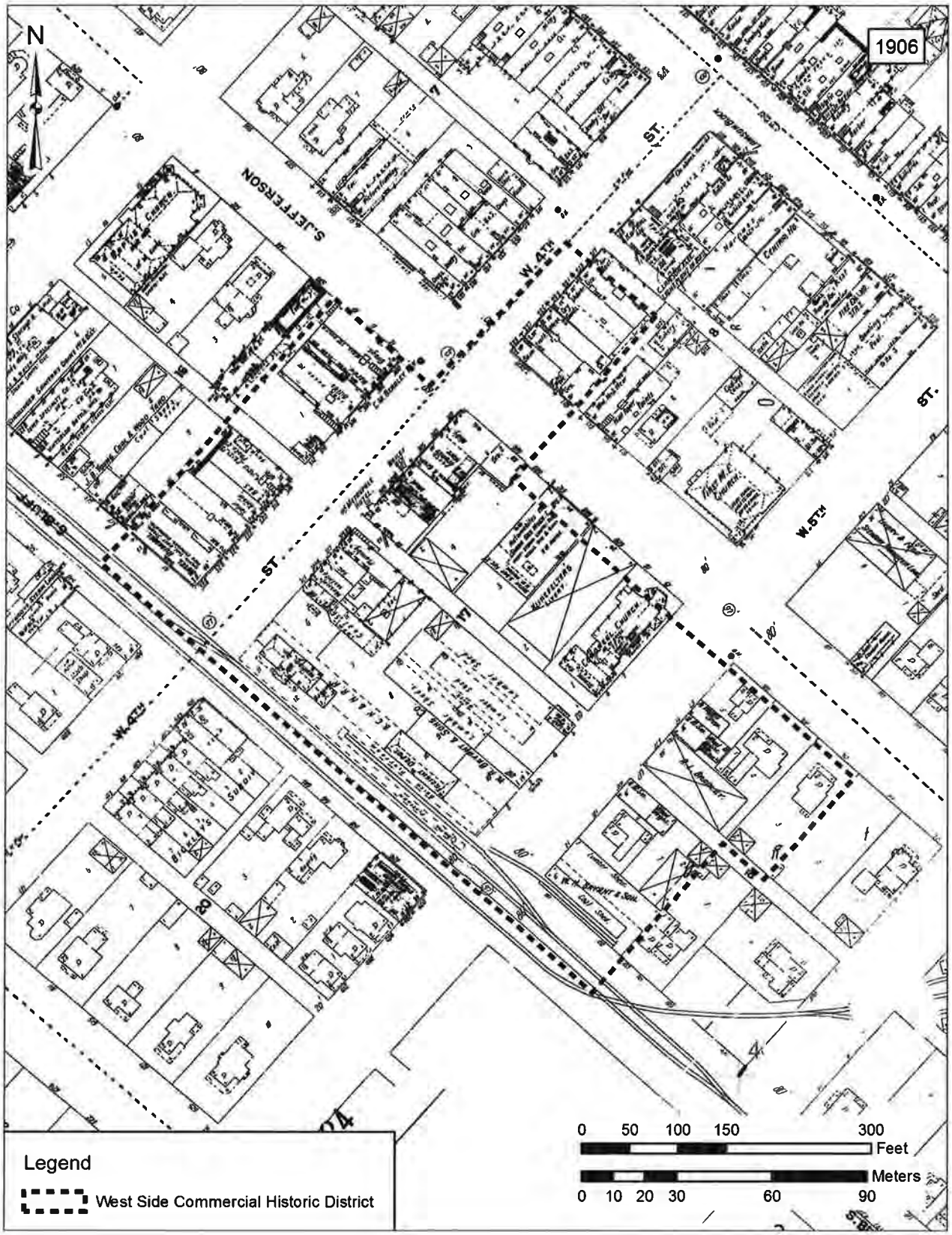


Figure 7. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1906

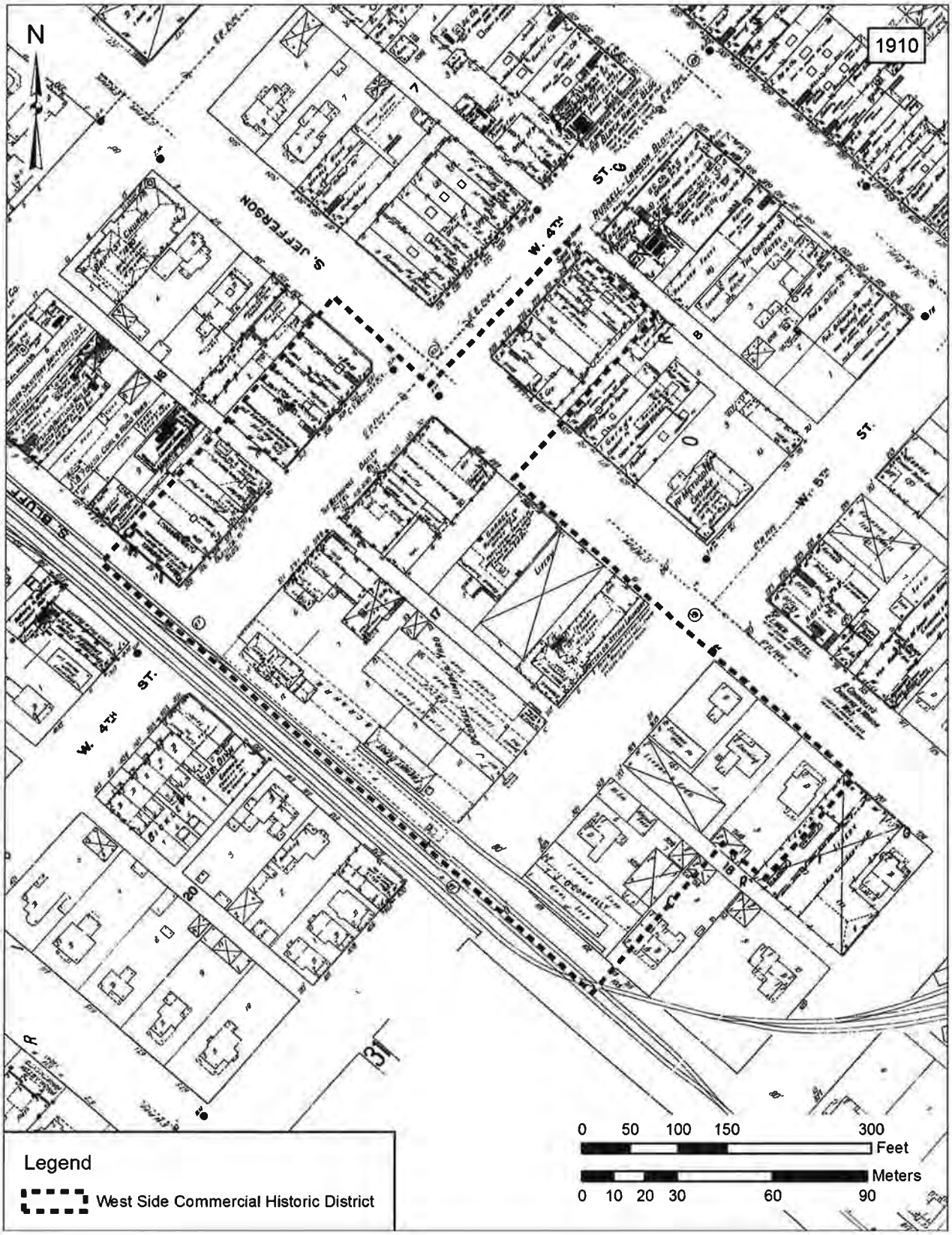


Figure 8. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1910

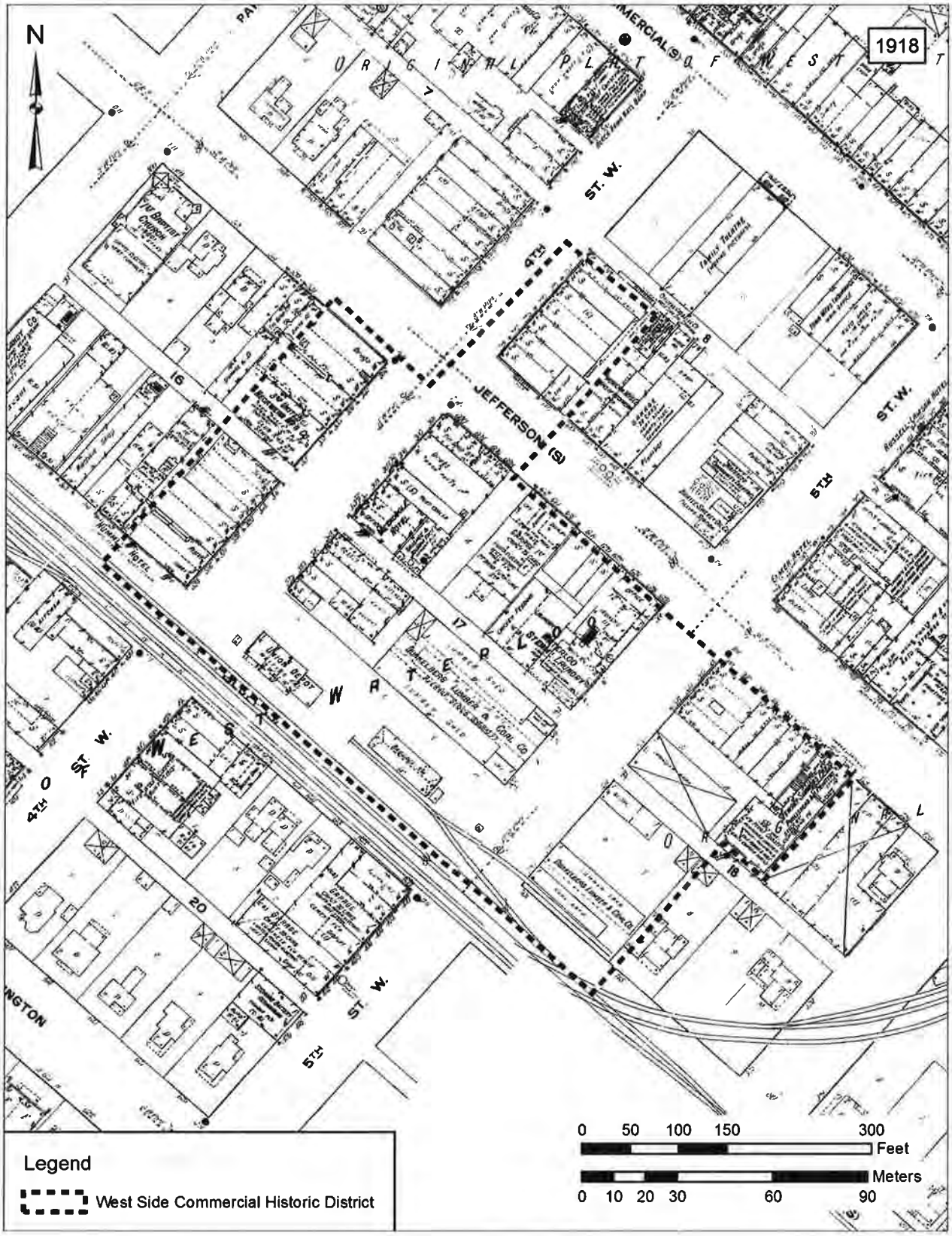


Figure 9. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1918

Section Number: Imbedded Images

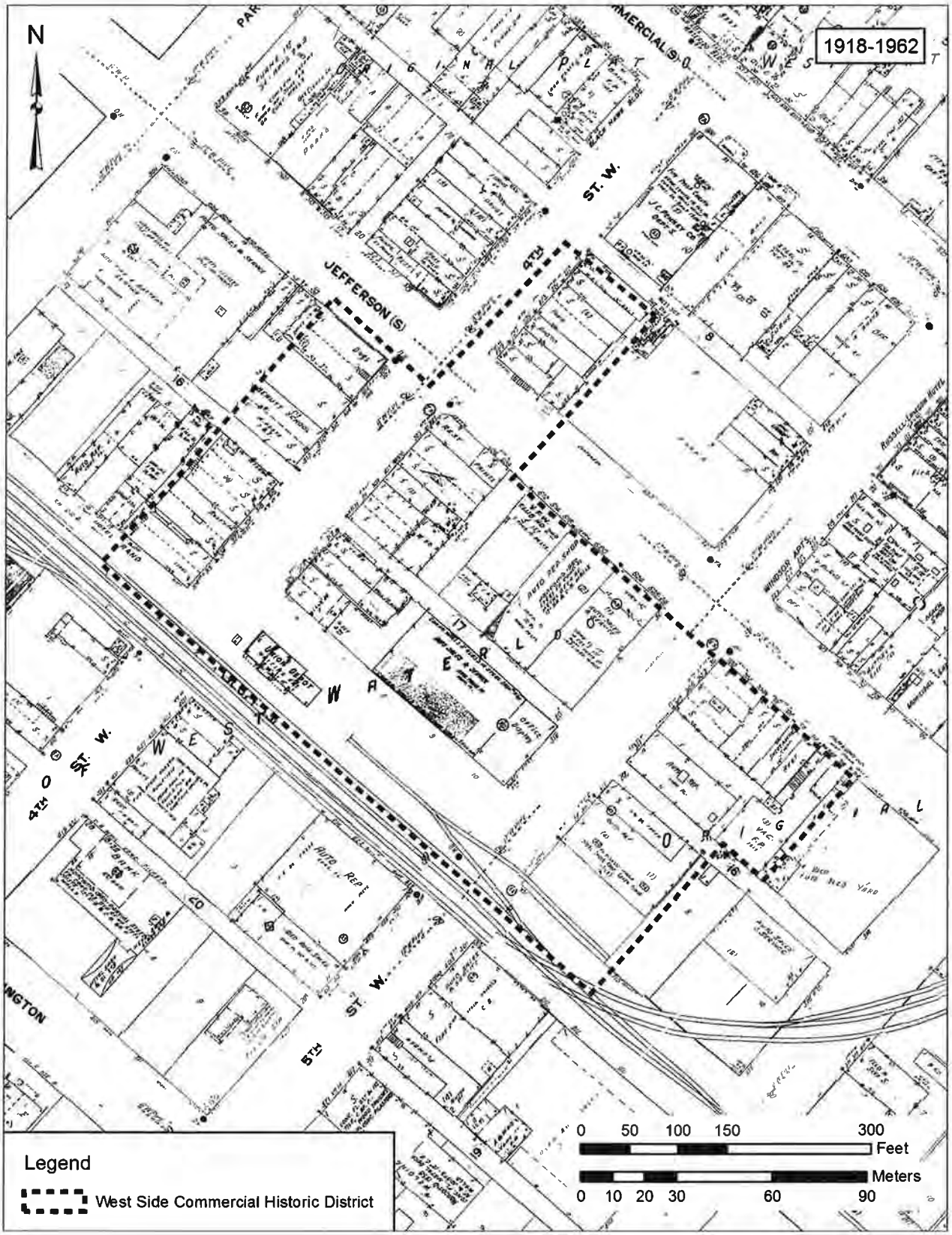


Figure 10. Sanborn Fire Insurance Map of Waterloo West Commercial Historic District, 1918-1962

Figure 11. West 4th Street, View from Bluff to Commercial, ca. 1910 ***State Historical Society of Iowa***

Figure 12. North Side of West 4th Street, ca. 1910 ***Cowan 1964:100***

Figure 13. Corner of West 4th and Jefferson Streets, ca. 1941 ***Walden Photo Collection***

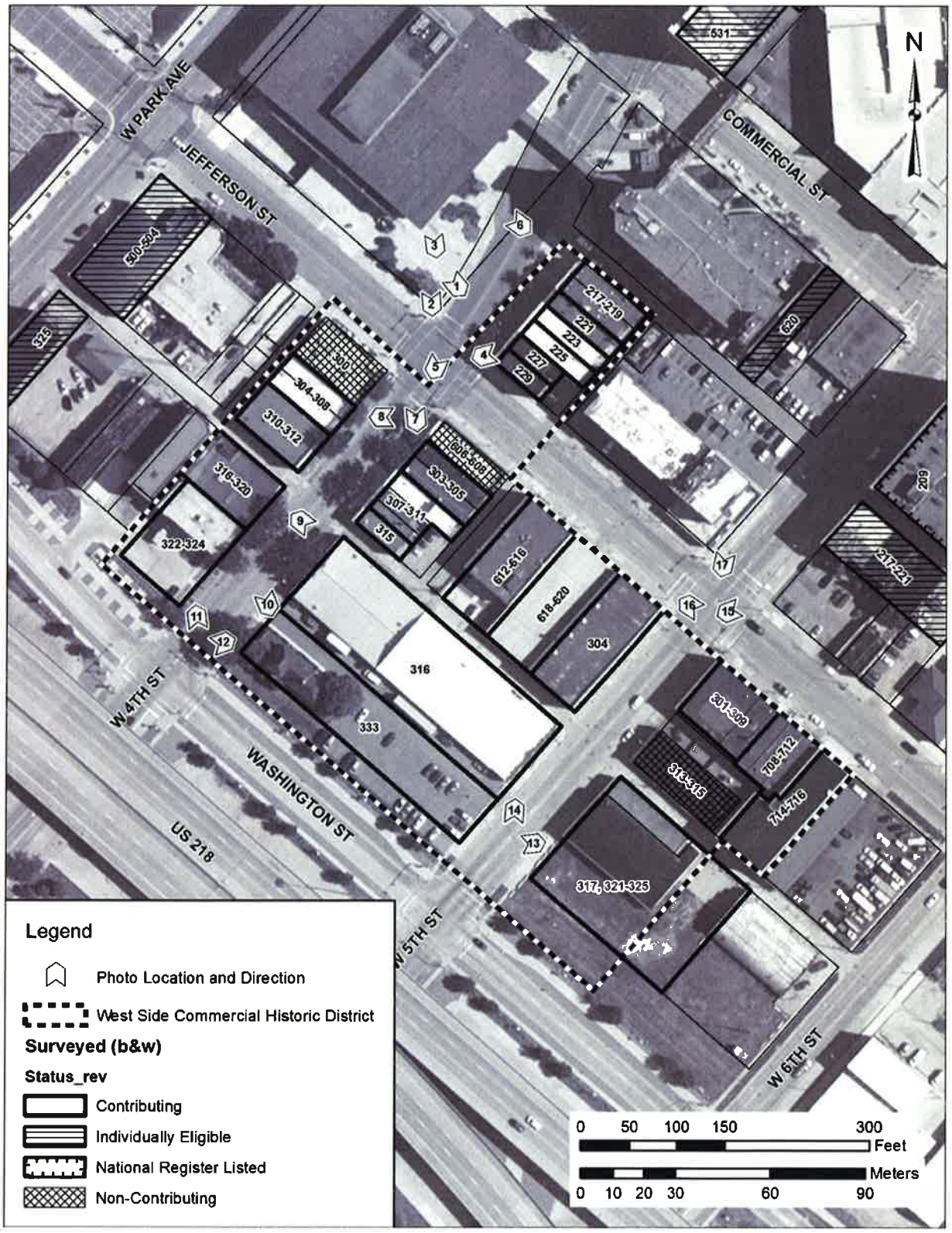


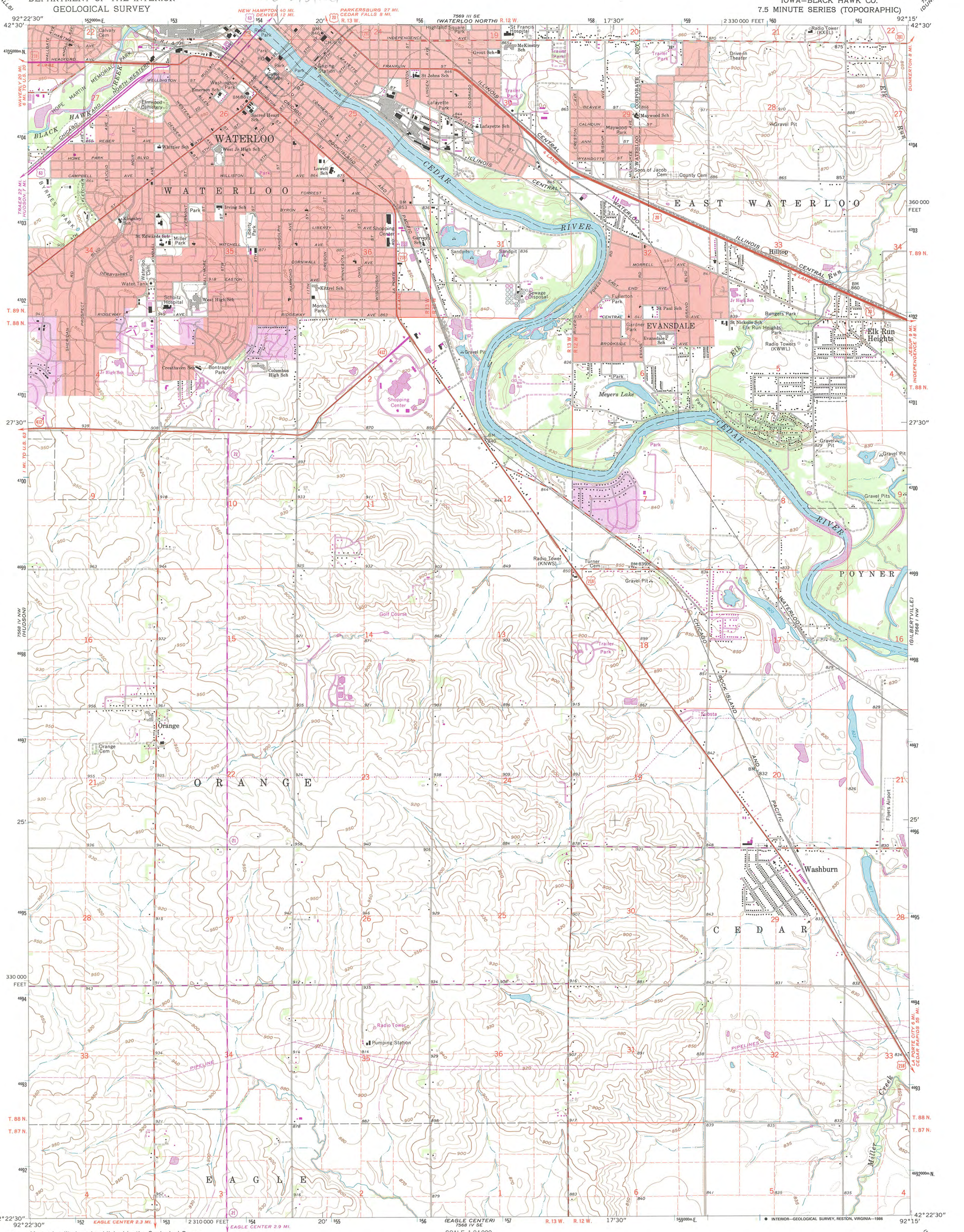
Figure 14. Key to Photographs ***ESRI 2013a***

Waterloo West Commercial Historic District

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

STATE OF IOWA

WATERLOO SOUTH QUADRANGLE
IOWA–BLACK HAWK CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)



Mapped, edited, and published by the Geological Survey

Control by USGS and USC&GS

Topography by photogrammetric methods from aerial photographs taken 1958 and 1963. Field checked 1963

Polyconic projection. 1927 North American datum
10,000-foot grid based on Iowa coordinate system, north zone
1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue

Red tint indicates areas in which only landmark buildings are shown

Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is unchecked

Revisions shown in purple compiled from aerial photographs taken 1972. This information not field checked

Purple tint indicates extension of urban areas

UTM GRID AND 1972 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET
(MN, GN; 0°28′ 8 MILS; 5° 89 MILS)

SCALE 1:24 000

CONTOUR INTERVAL 10 FEET
DOTTED LINES REPRESENT 5-FOOT CONTOURS
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 IOWA GEOLOGICAL SURVEY, IOWA CITY, IOWA 52240
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

QUADRANGLE LOCATION

To place on the predicted North American Datum 1983, move the projection lines 4 meters north and 15 meters east as shown by dashed corner ticks

ROAD CLASSIFICATION
Heavy-duty — Light-duty
Medium-duty — Unimproved dirt
U. S. Route — State Route

WATERLOO SOUTH, IOWA

42092-D3-TF-024

1963
PHOTOREVISED 1972
DMA 7568 IV NE–SERIES V876

Oh! So In BOUTIQUE
Visitor Info
Expo Plaza
Wrestling Museum

W 4th St
RISQUE
GENTLEMEN'S CLUB
RISQUE
RED APPLE

5 SULLIVAN BROTHERS
CONVENTION CENTER
Visitor Info
Expo Plaza
Wrestling Museum
Jefferson St

Jefferson St
DOUGHY JOE'S
Chicago NewYork Style Peefza
Chicago NewYork Style Peefza
SUBWAY

W 4th St
Jefferson St
RISQUE
GENTLEMEN'S CLUB
RISQUE
RED APPLE

217
FOR LEASE
OFFICE SPACE
JSA
219
Oh! So In BOUTIQUE

RISQUE
SALOON
SOCIAL CLUB
RED APPLE
CHINESE RESTAURANT
LUNCH BUFFET • CHINESE FOOD NEW YORK STYLE
EAT IN • TAKE OUT
Drunken Monkey
ATM

KINGS
QUEENS
TAP

La Placita
MEXICAN STORE

HEATON ADAMS & CO. PC.
HEATON
ADAMS
&CO.
537 HNC

La Placita
MEXICAN STORE
LA PLACITA
MEXICAN FOOD
OPEN
OPEN

Pioneer Graphics
HEATON
ADAMS
&CO.

HANISCH
FLOOR
COVERINGS
LifeSafer
1-800-369-3661
www.LifeSafer.com
Ignition
Interlock

PIONEER GRAPHICS
COMMERCIAL PRINTING
PIONEER
Graphics
COMMERCIAL PRINTING
316
QUALITY
INN & SUITES

Jefferson St

W 5th St

W 5th St
Jefferson
ONE WAY
FOR LEASE
Candela
HANISCH