

FINAL

**INTENSIVE SURVEY AND EVALUATION OF
DOWNTOWN CEDAR FALLS**

City of Cedar Falls, Black Hawk County, Iowa

Certified Local Government (CLG) Grant

HADB No. 07-108



Prepared for

Cedar Falls Historic Preservation Commission

222 Clay Street
Cedar Falls, IA 50613

and

Community Main Street

206 Main Street, Suite B
Cedar Falls, IA 50613

Prepared by

Jennifer A. Price, Ph.D.
Price Preservation Research
P.O. Box 5201
Coralville, Iowa 52241-0201

July 2015

ACKNOWLEDGMENTS

The author wishes to thank the following for their assistance with this project: Prof. Tom Connors and Carol Lilly, project directors; the Cedar Falls Historic Preservation Commission; Cedar Falls Community Main Street; Karen Smith and Julie Huffman-Klinkowitz of the Cedar Falls Historical Society; Barb Hugi and Stephanie Sheetz of the City of Cedar Falls; Cyndi Sweet; and the University of Northern Iowa students in Prof. Tom Connors' Historic Cedar Falls class (Andrea Myli, Calvin Brophy, Carrie Eilderts, Cory Gregg, Nick Moorehead, Shanna McNamee, Tanner Kockler, Troy Trafton, and Tyler Klostermann).

The activity that is the subject of an intensive survey has been financed in part with Federal funds from the National Park Service, U.S. Department of the Interior. However, the contents and opinions do not necessarily reflect the view or policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by The Department of the Interior.

This program receives Federal Financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above or if you desire further information, please write to:

Office of Equal Opportunity
National Park Service
1849 C Street, N.W.
Washington, D.C. 20204

ABSTRACT

This Intensive Survey and Evaluation of Downtown Cedar Falls was funded by a Certified Local Government (CLG) Grant awarded to the Cedar Falls Historic Preservation Commission and Cedar Falls Main Street in 2014. A total of 110 buildings were inventoried within the project survey area. Of the total 110 properties, 37 had been previously inventoried. All of the properties were evaluated and/or re-evaluated for the current study for contributing or non-contributing status in a commercial district and/or individual eligibility for listing in the National Register of Historic Places.

It was determined that a potential National Register-eligible historic district is present in downtown Cedar Falls, encompassing most of the city's historic commercial buildings along and adjacent to Main Street from 1st street to just south of 4th Street. The north boundary is 1st Street (a.k.a. U.S. Highway 20). The west boundary is the alleyway between Main and Washington streets from 1st street to the southwest corner of 407 Main Street (07-00503). The south boundary runs along the south side of 407 Main across to the center of Main, then south to 5th Street, then east along the south side of 422 Main Street (07-00163), then north along the alleyway between Main and State streets, then east along the rear of 115-119 E. 4th Street (07-13401) to its southeast corner. The east boundary begins at the southeast corner of 115-119 E. 4th Street, crosses E. 4th to include 116 E. 4th Street (07-13400), then jogs back west to the alleyway between Main and State and continues north to 1st Street.

The potential Downtown Cedar Falls Commercial Historic District is locally significant and eligible for the National Register of Historic Places under Criteria A and C. Under Criterion A, the potential historic district is associated with the history and development of the Cedar Falls community, specifically for its association with the following local historic contexts: Early Town, Mill, and Railroad Development, 1850s-1880s; The "Lawn City" Era of Downtown Prosperity, 1890s-1920s; Downtown Cedar Falls' Highway and Automobile Era, 1910s-1950; and Mid-Twentieth Century Remodeling and Development, 1940s-1965. Under Criterion C, the district is significant for the overall integrity of its architecture and historic profile. Most of the historic commercial buildings are of the commercial "Main Street" type, that is, one-, two-, and sometimes three-story single and double storefront masonry buildings, many with simple commercial motifs and others with an array of dentils, rosettes, columns, quoins, brackets, pediments, and window hoods. Stylish embellishments of these buildings can be seen in cast-iron storefront details, elaborate metal cornices, decorative brickwork, and stone and terra cotta trim. More than a few display distinctive architectural styles, including Italianate, Second Empire, Colonial Revival, Beaux Arts, Neoclassical Revival, Italian Renaissance, Prairie style, and Classical Revival. The period of significance for the potential Downtown Cedar Falls Commercial Historic District is 1853-1965. The period begins with the platting of the Town of Cedar Falls in 1853, and ends in 1965, which adheres to the National Register 50-year rule for a district to be considered eligible.

The potential Downtown Cedar Falls Commercial Historic District includes 61 late nineteenth and early to mid-twentieth-century commercial buildings, of which 45 are contributing buildings and 16 are non-contributing buildings. Of the 45 contributing buildings, four are already listed in the National Register of Historic Places (i.e., Map #40 – Cotton Theatre; Map #45 - Black Hawk Hotel; Map #46 – Black Hawk Restaurant; and Map #68 – Odd Fellows Building), and three are individually eligible for the National Register, namely Map #86 - Security Trust & Savings Bank (07-00493); Map #107 - Bob's Maid Rite (07-13400); and Map #108 - Rice-Dayton Mfg. Co./Armory (07-13401).

Outside the potential Downtown Cedar Falls Commercial Historic District, the rest of the survey area contains 49 buildings, three of which are individually eligible for the National Register of Historic Places: Map #5 – Knapp-Townsend House/Cedar Falls Woman's Club (07-00128); Map #27 - Cedar Falls Post Office (07-11505); and Map #34 - Cedar Falls Trust & Savings Bank (07-13362).

TABLE OF CONTENTS

Acknowledgments	i
Abstract	ii
Table of Contents	iii
List of Figures	iv
E. Statement of Historic Contexts.....	1
Cedar Falls' Early Town, Mill, and Railroad Development, 1850s-1880s.....	4
The "Lawn City" Era of Downtown Prosperity, 1890-1920s	13
Downtown Cedar Falls' Highway and Automobile Era, 1910s-1950	19
Mid-Century Remodeling and Development, 1940s-1965	23
Architecture of Downtown Cedar Falls.....	27
Building Materials	28
F. Associated Property Types.....	30
Property Type A: Buildings Associated with Cedar Fall's Early Town, Mill, and Railroad Development and the "Lawn City" Era of Downtown Prosperity, 1850s-1920s	30
Property Type B: Buildings Associated with Cedar Fall's Highway and Automobile Era, 1910s-1950s	31
Property Type C: Buildings Associated with Cedar Fall's Mid-Century Remodeling and Development, 1940s-1965	32
G. Geographical Data	33
H. Summary of Identification and Evaluation Methods	33
Research Design.....	33
Architectural Property Evaluations and Recommendations from Current Study.....	36
Table I. Summary of Buildings Evaluated	40
I. Major Bibliographical References	60
APPENDICES	after 62
Appendix A. Historic Fire Insurance Maps of Cedar Falls, Iowa	
Appendix B. Commercial Property Types, from NRHP MPS "Iowa's Main Street Architecture" (2002)	
Appendix C. HADB Form No. 07-108	

Original Iowa Site Inventory Forms completed during this project curated at the
State Historical Society of Iowa, Des Moines.
Copies are also curated by the Cedar Falls Historic Preservation Commission, Cedar Falls, Iowa.

LIST OF FIGURES

Figure 1. Landform Regions of Iowa	1
Figure 2. Hillshade Map of Cedar Falls, Iowa, with Survey Area Boundary (dashed line)	2
Figure 3. Map of Downtown Cedar Falls Survey Area	3
Figure 4. Dam at Cedar Falls, built 1855	4
Figure 5. Overman and Company's Flour Mill, built 1856, as photographed in 1888 during a flood.	4
Figure 6. Birdseye View of Cedar Falls, Black Hawk County, Iowa, 1868.....	7
Figure 7. (left): Newspaper heading expressing the community's pride in the completion of the Burlington, Cedar Rapids and Minnesota Railroad to Cedar Falls in late 1870	7
Figure 8. (right): The second depot built by the Burlington, Cedar Rapids & Northern Railroad in 1888	7
Figure 9. Mostly wood-frame store buildings lined Main Street in 1877	8
Figure 10. Mullarky's Blackhawk Store, 113 (or 109) Main Street.....	9
Figure 11. The three-story Phoenix Blocks	10
Figure 12. Main Street looking south to 2nd Street, c.1880.....	11
Figure 13. View northwest on Main Street looking toward 3 rd Street, c.1880	11
Figure 14. Burr's Hotel, c.1881 (Map #46).....	12
Figure 15. Knapp-Townsend House, built 1867	12
Figure 16. An example of "Lawn City" boosterism, 1898. Source: <i>Cedar Falls Gazette</i> , December 16, 1898 ..	13
Figure 17. Four, five, and six-story mills and manufactories (along with the three-story Burr House hotel) dominated the downtown Cedar Falls skyline.....	14
Figure 18. The Cedar Falls & Normal Railway operated between Downtown Cedar Falls and the Iowa State Normal School, c.1897	15
Figure 19. Postcard view of Cedar Falls National Bank (left) and Carpenter Block (right), c.1908	16
Figure 20. Some of the "Leading Business Houses in Cedar Falls" in 1910.....	17
Figure 21. Merchant's Harvest Jubilee, probably 1908	18
Figure 22. William Ott House, 421 Washington Street, built 1906.....	19
Figure 23. The route of the Hawkeye Highway through Cedar Falls in 1912.....	20
Figure 24. These Main and Washington street businesses advertised in Huebinger's first guidebook to the Hawkeye Highway, 1912.....	21
Figure 25. In 1925, the Red Ball Grocery Store, an Iowa chain, opened at 313 Main Street.....	22
Figure 26. Signage with arrow (lower center) marks the route of U.S. 218 through Cedar Falls	22
Figure 27. At the corner of Main and 5th streets, c.1940.....	23
Figure 28. Union Block, as seen in the late 1940s	24
Figure 29. By the 1960s, multiple modifications to the Williams Block, New Sartori Building, and Mornin Block on Main Street had removed most of the original ornate details.....	24
Figure 30. The Parkade was a Main Street renovation project begun in 1968 and completed in 1970.....	26
Figure 31. Blue Room Tavern, formerly the National Bank Building (Map #49).....	26
Figure 32. Second Empire style Black Hawk Hotel.....	27
Figure 33. Colonial Revival style Cotton Theatre, built 1910.....	27
Figure 34. The I.O.O.F. Block, built in 1901, made use of locally made bricks.....	28
Figure 35. Concrete block storage building (Map #44), built to be Gram Plumbing Shop in 1912.....	28
Figure 36. The cast iron storefront components on the upper floor of the Townsend & Knapp Bank Block, built 1870, include its window hoods and prominent bracketed cornice	29
Figure 37. Evaluation Map 1 - Results of survey and evaluation of Downtown Cedar Falls	38
Figure 38. Evaluation Map 2	39
Figure 39. Evolution of Downtown Cedar Falls Commercial Historic District	59

Intensive Survey and Evaluation of Downtown Cedar Falls: City of Cedar Falls, Black Hawk County, Iowa

E. STATEMENT OF HISTORIC CONTEXTS

The following historic contexts for the development of the downtown area of Cedar Falls, Iowa, are based on a number of secondary sources, in particular those set forth in the MPS “Iowa’s Main Street Commercial Architecture” (2002), and supplemented with examination of historic plat maps and atlases, Sanborn Fire Insurance Co. maps of Cedar Falls, historic photographs and other visual media, county and town histories, and online newspaper archives of Cedar Falls and Waterloo concerning the development of the City of Cedar Falls and its downtown district. The dates for each historic context are not exact and therefore overlap each other.

The survey area for which these historic contexts were developed is bounded on the north by 1st Street/U.S. 20; on the east by State Street; on the south by 6th Street; and on the west by Clay Street (Figure 1). Although a majority of the 110 buildings in the survey area are historic one-, two-, and three-story commercial buildings located in the Downtown Cedar Falls Historic District, the survey area also includes several blocks of properties surrounding the downtown core, including late-nineteenth and early twentieth-century houses; mid-twentieth-century government and commercial buildings; and several parking lots created by mid to late twentieth-century demolition of historic buildings. The parking lots were not included in the number of properties surveyed.

In total, the survey area encompasses approximately 4.6 acres. The location of Cedar Falls in Iowa’s landform regions, the topography of the town, and survey area are shown in Figure 1, Figure 2, and **Error! Reference source not found..**

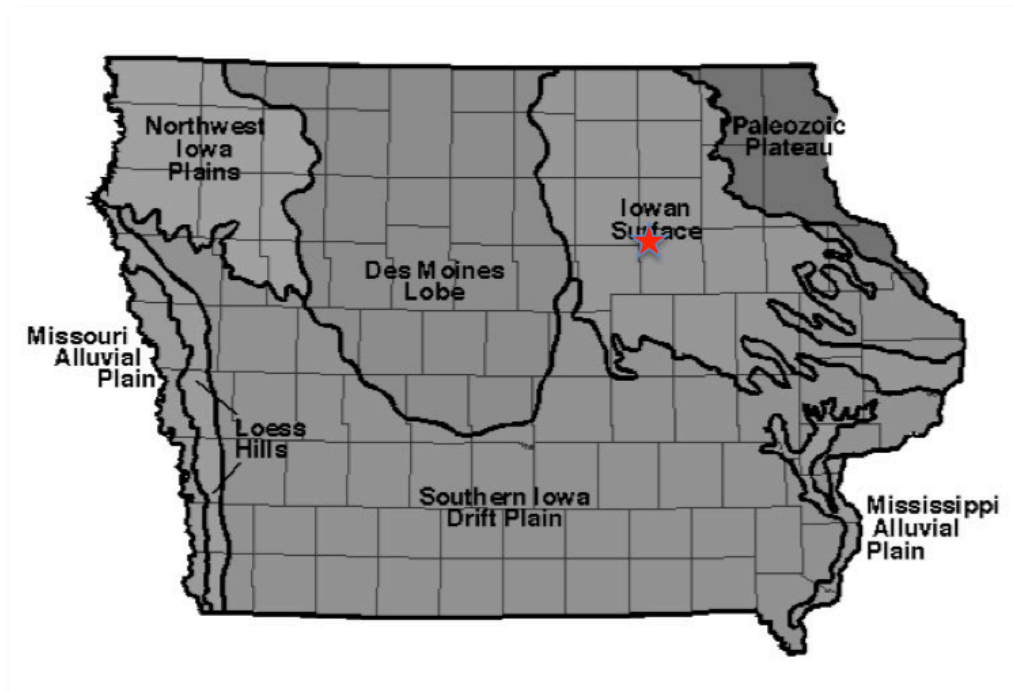


Figure 1. Landform Regions of Iowa showing general location of Cedar Falls (star) in the Iowan Surface Region, a landscape that “appears slightly inclined to gently rolling with long slopes, low relief, and open views to the horizon” (Prior 1991:68). Source: Iowa Department of Natural Resources, 2000



Figure 2. Hillshade Map of Cedar Falls, Iowa, with Survey Area Boundary (dashed line) N↑

Source: Iowa Geographical Map Server / Iowa State University Geographic Information Systems Support & Research Facility
(<http://ortho.gis.iastate.edu> – 12/2014)



Figure 3. Map of Downtown Cedar Falls Survey Area N 

(Map numbers correspond to those in. Summary of Buildings Evaluated. Numbers were assigned by street west to east and read north to south/south to north alternately)

Base map: ArcIMS Aerial / Black Hawk County Real Estate and Tax Administration

Cedar Falls' Early Town, Mill, and Railroad Development, 1840s-1880s

The history of the town of Cedar Falls began in 1845, when William Sturgis and E.D. Adams arrived with their families in the northwest corner of Black Hawk County, just two years after the its establishment. Up to that time, this section of Iowa had been used mainly as hunting grounds by the Sac and Fox and Winnebago Indians, with a few early Euro-American pioneers passing through on their way further west. Sturgis and Adams, thus, were the county's first permanent white settlers. With timber resources abundant, Sturgis and Adams built two log cabins near a waterfall on the Cedar River and divided the land between them, with Sturgis taking the north side of the river, and Adams taking the land south of the river. Two more families



arrived later that year. In 1846, 10 families were living in the little settlement known as Sturgis Falls. At some point before 1848, Sturgis became owner of the land later known as "Mill Square," a tract comprised of about 38 acres, where Sturgis commenced building a dam across the Cedar River to eventually power a mill (Hartman 1915:273-274; Salinger 1898:622).

Figure 4. Dam at Cedar Falls, built 1855, replaced the original dam begun by Sturgis in 1845. Source: Collins 1998

In 1847 (or 1848), Sturgis conveyed "an undivided three-fourths of the 'Mill Square' land (plus water rights) to J.M. Overman, D.C. Overman and Edwin Brown." The remaining undivided fourth of the land Sturgis conveyed to James Newell, who in turn conveyed it to William F. Overman. Brown and the Overmans completed Sturgis' dam and also "constructed a head race from a point some distance above the dam, along and across the land owned by them, for the purpose of conveying water to the mills thereafter to be erected" (Figure 4). By 1848, a sawmill was running, providing lumber for building houses and stores in the little settlement. In 1850, the sawmill was enlarged and a grist mill addition built, the first such mill in that part of the state (Hartman 1915:273-274; Salinger 1898:622). According to the *History of Black Hawk County, Iowa*:

In the summers of 1851 and 1852, people came from far and near with their wheat and other grains, to get them ground at the Cedar Falls mill. Often sixty or seventy-five teams would line up near the mill, awaiting their turn, thus lending quite a business air to the small settlement. The census gave a population of 135 people, 75 males and 60 females, at this this time (Hartman 1915:274).

In 1854, William Overman sold his interest in the land and water power to Henry H. Meredith, who along with the other two Overmans, owned the land of the entire Mill Square tract as tenants in common and together continued to lengthen the head race, and in 1856, as Overman and Company, built a four-wheel flouring mill (Figure 5). In 1857 and 1858, Edwin Brown built a four-wheel mill on his tract (Salinger 1898:622).

Figure 5. Overman and Company's Flour Mill, built 1856, as photographed in 1888 during a flood. Source: Collins 1998



Meanwhile, Cedar Falls continued to grow as a commercial center. In 1851, a town government was organized, with J.M. Overman serving as postmaster and first mayor. In 1852, Andrew Mullarky, who had arrived in 1850 "with a stock of goods from Freeport [Illinois]," built a two-story front-gabled wooden store building (Figure 10) just

two doors north of where the Burr House [a.k.a. Black Hawk Hotel] would be built, and succeeded J.M. Overman as postmaster.¹ Another early settler, Lanfear Knapp, who arrived with his family from Lockport, Illinois, in 1854, served as justice of the peace for nearly 40 years, and filled many other official positions (Hartman 1915:274).

In 1853, the Overmans and Edwin Brown filed a town plat, locating the town of Cedar Falls on Sections 8 and 9 of Township 89, Range 14. The village then contained nine log and frame buildings, “among them, the mill store, and a hotel built by C.F. Jacquith called the Cedar Falls House.” Another hotel – first called the “Winslow House,” and later the Carter House – was built that same year just one-half block from the first mill (Mellendy 1893:11; The Black Hotel 2015).² In April 1853, Black Hawk County was organized, and in June, commissioners who had been designated by the Iowa General Assembly to select the Black Hawk County seat, met at E.D. Adams’ house and selected Cedar Falls as the county seat of government. The proprietors of the Cedar Falls plat donated 66 lots to the county for raising funds to build county offices and eventually a courthouse.³ The County Court ordered the lots to be immediately sold. The sale of 17 of these lots brought a grand total of \$243.25 (*Iowa State Reporter*, May 26, 1875; Western Historical Co 1878:323).

Shortly thereafter, a fight over the county seat ensued between Cedar Falls and the nearby town of Waterloo. According to one history of events:

An attempt of some kind was made in 1854 to change the location of the county seat, but the exact nature of which we have been unable to ascertain, even for those who resided here at the time. It is said certain citizens of Waterloo went up to Cedar Falls for that purpose, and a general row was the result. Something stronger than Cedar [R]iver water was used, and after steam was up, the citizens of that town procured some eggs and opened fire on the invaders. O.E. Hardy sported a plug hat, and that afforded a prominent mark for the egg men, and the result was the hat was badly damaged, and the Waterloo force was driven from the field (*Iowa State Reporter*, May 26, 1875).

In January 1855, the General Assembly passed a special act ordering a vote to be taken in April on the question of the removal of the county seat to Waterloo. If Waterloo received a majority of the votes, the county seat would remain in Cedar Falls until July 4th, and the county judge would refund Cedar Falls the money from the sale of the lots. Despite an attempt to divide the vote by adding an additional town to the ballot, Waterloo became the new Black Hawk County seat, winning by 128 votes (*Iowa State Reporter*, May 26, 1875). Although the removal of the county seat was a blow to the new town, the continued growth of the milling industry brought economic prosperity – as well as the location in Cedar Falls in 1865 of the Soldiers’ Orphans Home, and in 1876 the State Normal School – returned to the city much of its lost prestige (Hartmann 1915: 275; Collins 1998:14).

Indeed, an immigrants’ guide to Iowa published in 1855 described Cedar Falls as “a town of considerable importance, and will become a large manufacturing place. At this [point] in the county, the best of water-power and eligible sites for mills and manufacturing establishments hold out inducements to capitalists, while the immense quantity of unentered land in the county calls loudly to the immigrating farmer” (Parker 1855:112). The farmers and mill owners answered the call, and merchants arrived to cater to their needs and wants. During the 1850s and 1860s, new businesses steadily added capital to the town’s economy and buildings to its commercial district. In 1854, S.A. Bishop started the first drug store, followed by the long-lived drug store of Wise & Bryant in 1860. Green, Weare, Traer and McClure established the first bank in 1855, followed by Townsend & Knapp in 1861. Also in 1855, P. Crosby opened the first hardware store, followed by Smith & Barker in 1857; Samuel Berry opened the first clothing store; and J.H. Wilson started

¹ Mullarky’s Blackhawk Store was described on the 1892 Sanborn Fire Insurance Map as “(Old).” This store building at 109 Main Street survived until around 1922, when it was replaced with a one-story brick A&P grocery store (Map #42).

² Site of the present-day Black Hawk Hotel.

³ The present day Overman Park (between Clay and Franklin, Second and Third streets) was initially intended to be a public square for the location of a future courthouse.

the first shoe store, which was followed in 1856 by that of Chas. Boehmler; Morris Frisbie was the first jeweler; and Overman & Clough was the first furniture dealer. In 1856, F.N. Chase opened the first grocery store. In 1858, G.W. Clark started the first ice business. In 1859, Perkins & Nelson started the first meat market and Barnum & Melendy opened first agricultural implement warehouse and seed store. In 1860, Francis & Herman opened the first exclusive dry goods store (Melendy 1893:33; 109; 118-122; 123; 125; 126).

In the spring of 1861, the Dubuque & Sioux City Railroad (part of the Illinois Central) was completed to Cedar Falls. On a rainy April 11, just one day before Confederate forces fired on Fort Sumter starting the American Civil War, Cedar Falls threw a joyous "Grand Railroad Celebration" that included an excursion train from Dubuque, a ceremonial wreath made by the women of the town, a procession led by the Cedar Falls Brass Band, a supper with hearty toasts to everyone and everything, a dance, and finally speeches that expressed the town's faith in their new railroad and the future greatness it promised all citizens:

About noon the country people commenced coming in, and their numbers were sufficient to add new life and additional enthusiasm to the citizens. The roads were horrible, in fact almost impassable and under such circumstances it is rather a matter of surprise than otherwise, that so many of the denizens of the up-country were present.

At about 4 o'clock the procession was formed by the Marshal, J.M. Overman, and his Assistant, R. Moore, Jr., and led by the Cedar Falls Brass Band, which, by the way, in their new wagon and their four horse team, never appeared better, marched to the depot where the whistle of the locomotive and the rattle of iron wheels were listened for by the throng with not a little anxiety and restlessness. At 15 minutes before 5 o'clock the toot of the coming locomotive with its visitors and excursionists, set everybody on tiptoe. Bounding on came the Iron Horse; as he reached the depot a beautiful wreath of evergreens prepared by the ladies of Cedar Falls, was thrown over his proud neck as he rolled majestically by, while the multitude greeted the arrival by three, long hearty cheers. . . .

The guests were then conducted into the depot where they were welcomed by Hon. A.F. Brown, in behalf of the town Herman Gelpcke, President of the road, responded to the above in a most becoming manner. . . .

The Marshals then formed the procession in the order given in the published programme, and marched to the Horticultural Rooms, where the guests were warmly welcomed by the President of the Day, Mr. S. Fox, and the chairman of the committee of Arrangements Col. W.H. Sessions. . .

[These men were followed by the speeches of Platt Smith of Dubuque, and J.B. Grinnell of Poweshiek County]. . . at the conclusion of which the invited guests were conducted to the American House, to partake of the supper there provided. Mr. Wilcox did himself great credit by the excellent manner in which he provided for the physical wants of the gatherers at this festive board. Every thing was well prepared, and the edibles were of great variety and abundance. Mr. Wilcox understands his business and gives the best of satisfaction. Long may he flourish.

Supper over, the toasts were next in order [Among which were toasts to The President and Directors of the Dubuque & Sioux City Railroad; "the four Great Cities of the Northern Confederacy—Cedar Falls, Dubuque, Chicago, and New York;" "Our Guests;" "The Flag of our Union"; "Iowa—Her Past, and her future;" and The Pioneers of Iowa."]

After the toasts were over the supper room was vacated,—those desiring to dance repairing to Overman's Hall, and those of contrary desire amusing themselves in various ways.

The dance passed off most agreeably to all present. About ninety couple were present, and, if we can judge, about that number enjoyed themselves to the utmost of their ability. The Germania Bank, of Dubuque, which furnished the music, gave general satisfaction. . . .

The celebration is over! (*Cedar Falls Gazette*, April 12, 1861).

Such was the celebration of the arrival of Cedar Falls' first passenger and freight railroad, which provided the town its first access to the distant markets of Chicago and the East. In 1863, the Cedar Falls and Minnesota Railroad (later also part of the Illinois Central) became the second railroad line to reach Cedar Falls, bolstering the town's transportation connections.

In 1865, just after the end of the Civil War, Cedar Falls was legally incorporated as a city second class, and T.B. Carpenter (later of the Carpenter Bros. Lumber Co.) was elected the first mayor of the new city. The city was divided into four wards, with two council members elected from each (Hartmann 1915:275).

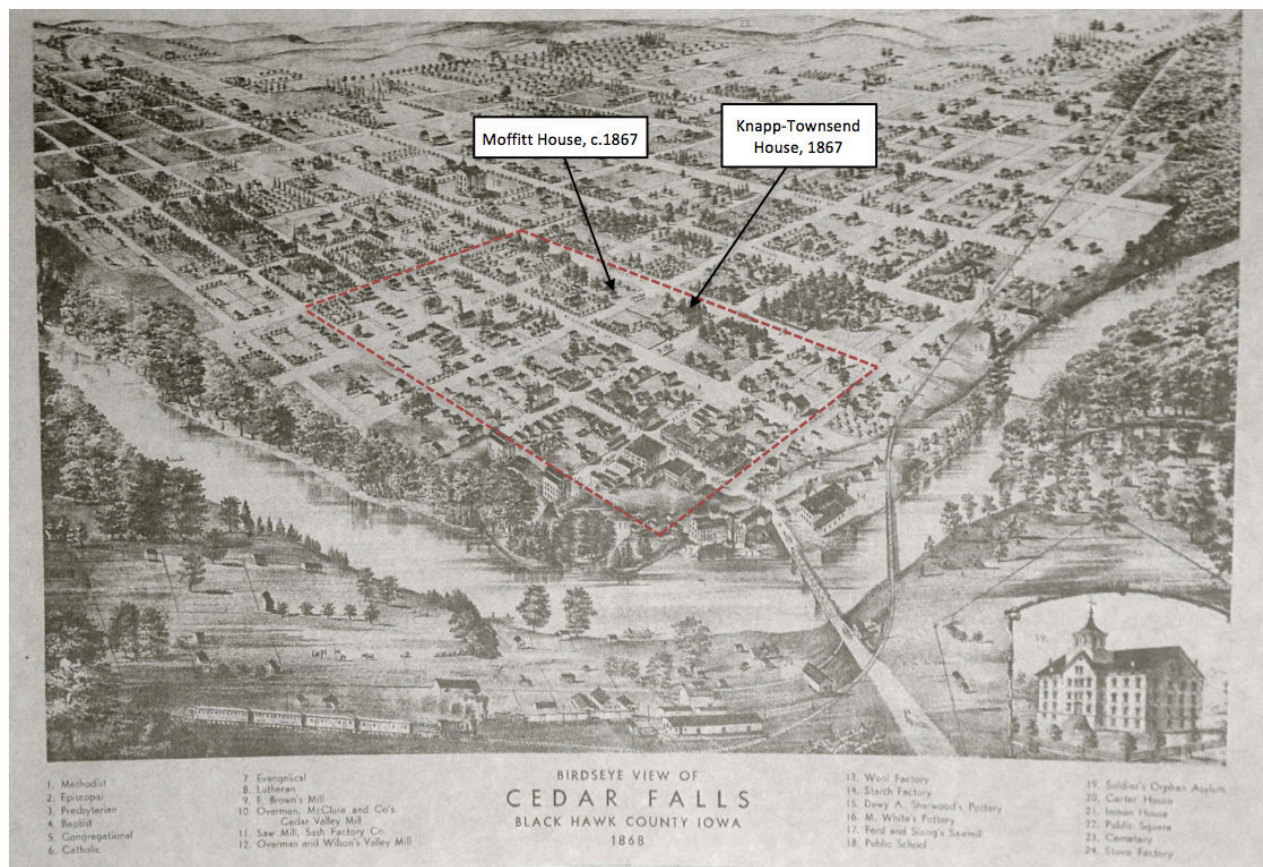


Figure 6. Birdseye View of Cedar Falls, Black Hawk County, Iowa, 1868, showing eight mills in operation along the mill race: E. Brown's Mill; Overman, McClure and Co.'s Cedar Valley Mill; Saw Mill, Sash Factory Co.; Overman and Wilson's Valley Mill; Woolen Factory; Starch Factory; and Ferd and Sizing's Sawmill. Also, two of the extant houses in survey area had been built: The Italianate Knapp –Townsend House (Map #5) and the modest Folk Victorian Moffitt House (Map #7). The current survey area is shown with dashed outline. Source: Reprint from Cedar Falls Historical Society



Figure 7. (left): Newspaper heading expressing the community's pride in the completion of the Burlington, Cedar Rapids and Minnesota Railroad to Cedar Falls in late 1870. Source: *Cedar Falls Gazette*, December 2, 1870

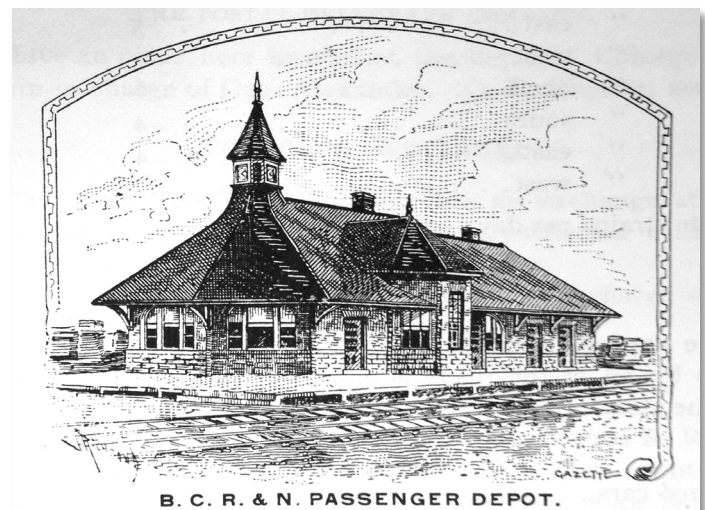


Figure 8. (right): The second depot built by the Burlington, Cedar Rapids & Northern Railroad in 1888 at the corner of Main & Fifth streets. Source: Melendy 1893:7

By 1870, when the population of Cedar Falls was 3,070, the town received its third railroad line. That year, the Burlington, Cedar Rapids and Minnesota Railroad (later the Burlington, Cedar Rapids & Northern; and later part of the Chicago, Rock Island & Pacific Railroad) completed its line to Cedar Falls. The *Cedar Falls Gazette* expressed the sentiments of the town at seeing and hearing that railroad's first locomotive pull up to the new depot near 5th Street east of Main:

Railroadically considered, the past week has been a great occasion with the people of Cedar Falls. Eyes have been intently looking down the grade to see the first appearance of the construction train, then the track-layers. But that even did not seem to satisfy. So great was the anxiety that hundreds volunteered their services—to look on and see the work progressing. At length the depot was reached, Wednesday the 30th at ten o'clock, and the consummation so devoutly wished for became a fixed fact. The express train was to have been in on the same day but owing to other arrangements did not arrive until yesterday afternoon. Its appearance was greeting with the booming of cannon, the ringing of bells, and music by the band. General enthusiasm prevailed though no great demonstration was intended. The depot grounds were lined with people, and one would have thought from the crowd that a balloon [*sic*] had just dropped down from Paris. . . .

The completion of this road has produced a great revolution in Cedar Falls. It has given it an impetus not seen for years. Life and activity everywhere manifest, assure us that an essential link, leading Cedar Falls on to greatness and prosperity has been supplied. We have now two competing routes to Chicago and a third will be opened up as soon as the road is completed to Burlington. Surely manifest destiny for Cedar Falls, so long deferred, is now asserting itself (*Cedar Falls Gazette*, December 2, 1870).

The Chicago Great Western added a fourth passenger and freight service to Cedar Falls in 1884, with a depot located at the east end of 5th Street (Melendy 1893:73-74).

Needless to say, the railroads greatly aided the early commercial development of Cedar Falls, allowing the farm community to ship livestock and produce to market and all residents to purchase goods and building materials (i.e., brick and lumber) shipped in and sold by local merchants. With such convenient shipping facilities, more mills and factories sprung up along the mill race, more stores were built on Main Street, and more houses lined Washington, Clay, and other residential streets. Upstairs in the new two-story buildings, professionals such as doctors, lawyers, dentists, and insurance agents opened offices, while fraternal groups like the Masons, Odd Fellows, and United Workmen established fine meeting halls for their members. At the heart of this growing community was Main Street, which had become by the 1860s the setting for business, social gatherings, civic events, town celebrations, and the daily life of this bustling northeastern Iowa town.

Figure 9. Mostly wood-frame store buildings lined Main Street in 1877. Townsend & Knapp's Italianate style bank (Map #46 – center of photo), built in 1870, is one of only two brick buildings on the west side of Main between 1st and 2nd streets. A third building that would become the Regent Café in the 1940s is under construction. Source: Cedar Falls Historical Society



During the early development of Cedar Falls, fire was a constant threat in the mostly wooden commercial district, and once started, fire would “spread quickly along blocks of attached and closely spaced structures.” Adding to the fire threat was the lack of an adequate water supply and fire fighting systems in new towns. “[W]hen fire erupted, men and women rushed to the scene and worked together in ad hoc bucket brigades, hauling water from cisterns or wells to [the] flames, while others carried goods from burning buildings.’

Wooden buildings, therefore, were often replaced with masonry as soon as a store owner could afford it and the area had a local mason or two" (Ogle 1992:56; Nash 2002:14).

Fires, particularly in 1867 and 1871, destroyed many early wooden store buildings (and even a few masonry ones) along Main Street and, in the process, tested citizens' resolve to establish and maintain an adequate water supply and equipment for fire fighting. An account of the July 1867 fire on the east side of Main Street "near the race," illustrates how quickly a small fire could spread through blocks and across streets lined with closely packed wooden shops:

A fire was discovered at 10 o'clock on the evening of the 16th inst., in the dry goods store of T. Hazlett, on the east side of Main street, near the race. The origin of the fire is not definitely known, but is thought to have been occasioned by the explosion of a lamp which Mr. Hazlett left upon the counter, turned down, on leaving the store, some three-quarters of an hour previous to the fire, as was his usual custom.

The fire when discovered was on and under the counter where the lamp was sitting. The flames very quickly reached the goods which were hanging overhead, spread very rapidly, filling the room and destroying the entire stock and building in a very few moments.

The fire then communicated to the adjoining building, and it was found that the only hope for checking its spread was to tear down one or two buildings. This was done as rapidly as possible considering the excitement and confusion, and this no doubt did much towards lessening the flames and heat, thus preventing the fire from communicating to the opposite side of the street and rear.

Had the wind been high, it would have been impossible, with the limited means, to have saved the buildings on either side of First street, if not the entire block on the west side of Main.

Many of our citizens worked coolly and manfully, but many were so badly excited as to render themselves a nuisance. While many are to be praised, and others censured, we have perhaps, enough to do congratulating ourselves that the loss was not tripled, or that no one was killed or seriously injured.

We will not attempt a guess as to the loss of life which might have been occasioned had not a keg and a half of powder, which was in Collman's store, been discovered by Charles Melendy and deposited in the race. This was done after the fire had reached the building. And here let us remark that the keeping of powder in our stores should be immediately prohibited (*Cedar Falls Gazette*, July 19, 1867).



In all, several buildings were destroyed and another dozen or so merchants had their stores and stock damaged, lost, or stolen. The confusion and disorganization that accompanied the fighting of this fire led the *Gazette* to call for a fire company to "be immediately formed" or for at least "some kind of an organization" to be established "and officers appointed who will have authority to assume the control of affairs – almost any thing to avoid such provoking confusion and excitement as we had Tuesday evening" (*Cedar Falls Gazette*, July 19, 1867).

Figure 10. Mullarky's Blackhawk Store, 113 (or 109) Main Street, was a front-gabled wood-frame store built in 1854 that somehow survived until it was torn down around 1922 to build an A&P grocery store (Map #42). Source: Cedar Falls Historical Society/UNI Historic Cedar Falls website

When a public meeting was called for the purpose of organizing a fire department, "eighty-five citizens enrolled themselves into a company, and the meeting by resolution requested the City Council pass an ordinance governing the newly created organization." The new fire company, however, "proved abortive," and in 1868, another fire occurred, and again the attempt to establish fire protection was futile. In early 1870, a chemical steam fire engine was tested but the Council returned it to the factory "as not having sufficient capacity." No official fire-fighting organization was established until 1871, after an even more destructive fire entirely consumed the Overman Block and the two adjoining buildings occupied by Warren Pierce and J.H. Stanley, all on the northeast corner of Main and 2nd streets. The loss was estimated at \$75,000, "distributed among Wilson Brothers, Miller, Wilson & Co., G. L. Mills, Thompson & Co., J.H. Stanley,

Warren Pierce, Cabinet Makers' Union, Hunt & Howland, George Sampter, Wise & Bryant, Charles Loose and L.B. Crosby. The Public Library was destroyed, and the Odd Fellows lost their newly purchased furniture" (Western Historical Co 1878:417-418).

The fire started in the basement of G.L. Mills' crockery store around 1 a.m., and by the time it was noticed and the alarm bells rung, it had been smoldering for some time. This time, although the town's single fire engine was deployed, and less panicked citizens mobilized with greater efficiency, the fire proved too much for a town with no fire department, "and it was seen that the whole must go," including the Sartori and Severin blocks, both of masonry and intended to be fireproof. A dispatch for help was sent from the Illinois Central depot to East Waterloo, seven miles away, and just forty-five minutes later the company Water Witch No. 2 was in Cedar Falls. The Waterloo fire company succeeded in stopping the flames, but most of the damage had been done before they arrived. "We hope our city fathers," declared the *Gazette*, "will see

from this sad lesson, the positive need of a fire engine" (*Cedar Falls Gazette*, March 10, 1871).



Figure 11. The three-story Phoenix Blocks (*upper right*) "rose from the ashes" of the 1871 fire that destroyed three buildings on the northeast corner of Main and 2nd streets. This block of Main Street was the first to be lined with all masonry buildings, all of which are extant, although variously altered. Source: Cedar Falls Historical Society/UNI Historical Cedar Falls website

In May, the city council commenced building two large cisterns and purchased a Silsby fire engine, two hose carts, and several hundred feet of hose. The Cedar Falls Engine Company, No. 1, held its first meeting that month as well. Over the summer, the company chose uniforms, and in February 1872, a public parade, followed by a festival at Mullarky's Hall, celebrated the town's fully functional fire department (Melendy 1893:29; Western Historical Co 1878:428).

In addition to the buildings on Main Street, mills were vulnerable to fires as well. In the fall of 1871, a fire in one of the old sawmills also destroyed a flouring mill and damaged the new woolen mill, a loss to owners of around \$65,000 and to numerous employees thrown out of work (*Cedar Falls Gazette*, October 13, 1871).

In the aftermath of these fires, new masonry buildings replaced those lost. In 1868, Joseph Sartori (pioneer mason and contractor) built the two-story Sartori Block "near the race" (non-extant), as well as the Severin Bros. Blocks at 102 and 104 Main Street. Likewise, the Phoenix Block "rose from the ashes" of the 1871 fire (Figure 11). Such examples caused other merchants to replace their stores with brick blocks before fire struck. Examples of these early voluntarily built masonry commercial buildings include the three-story Miner & Case Block in 1862; the Townsend & Knapp Bank Block in 1870; the Carpenter Bros. Block in 1875; the

National Bank Building in 1876; and Burr's Hotel in 1878⁴ (see Figure 12 and Figure 13).

Burr's Hotel – a four-story Second Empire style hotel designed by Fort Dodge architect A.V. Lambert – replaced the Carter House, a stagecoach tavern built in 1858. The new hotel (first known as Davis House) was the first building on Main Street designed in a distinct architectural style, as opposed to a commercial building with stylish details applied (**Figure 14**). Construction of the building involved many of Cedar Falls' skilled tradesmen, particularly Joseph Sartori, who did the masonry, brickwork, and plastering, and P.S. Robinson & Son, who did the carpentry work. Staircases and blinds for all room windows were manufactured by "Mr. Wynkoop" at the town Novelty Works plant. The hotel was piped for gas, a novelty in 1878 Cedar Falls. When lit for the first time, "the new hotel was beautifully illuminated" attracting "many citizens to see how it was thus" (*Cedar Falls Gazette*, October 18, 1878).



Figure 12. Main Street looking south to 2nd Street, c.1880, showing extant, but not necessarily intact, buildings: 1) Burr's Hotel; 2) Townsend & Knapp Bank Block; 3) First National Bank; 4) Miner & Case Block with all three floors; and 5) the stone front Carpenter Bros. Block. Source: Cedar Falls Historical Society

Figure 13. View northwest on Main Street looking toward 3rd Street, c.1880, showing partially extant buildings: 1) Carpenter Bros. Block (stone front extant on south half only), and 2) Miner & Case Block (now only two stories). Source: Cedar Falls Historical Society



Early landmark buildings like Burr's Hotel were made possible by Cedar Falls' railroads, which in addition to delivering standardized building materials, also "disseminated rapidly changing ideas and fashions about new building methods, popular architectural trends, and the technological innovations—like premixed paint in transportable cans—that developed in the last half of the nineteenth century. Before 1850, architectural styles were largely the realm of eastern architects and trained builders who paid attention to European fashions. Copies of builders' books were rare and coveted by those in the trade. By mid-century, though, improvements in printing technology made newspapers, journals, and style books such as A.J. Downing's popular publications, much more available at affordable prices. By the time railroad construction reached

⁴ All of these buildings are extant, although not necessarily intact. Severin Bros. Blocks (Map #101 and #102); Sartori-Severin Block (Map #99); Severin Block (Map #100); Miner & Case Block (#53); Townsend & Knapp Bank Block (Map #46); Carpenter Bros. Block (Map #61 and #62); National Bank Building (Map #49); Burr's Hotel (a.k.a. Black Hawk Hotel) (Map #45).

western Iowa, and afterwards into the twentieth century, the choice of what to build on Main Street, how to decorate it, and what color to paint it were often choices influenced mostly by ads in newspapers and catalogs carried by the local lumberyard” (Nash 2002:8).

In 1878, the *Cedar Falls Gazette* declared that Cedar Falls “stands forth as one of the brightest jewels in the diadem of the great State of Iowa:”

Situated as it is upon the margin of the Cedar – one of the most beautiful of western streams—with its shady streets, its handsome cottages and substantial business houses, it forms a proud monument to the enterprising spirit of her citizens. All over the city, the evidences of a prosperous past are clearly manifest. The graded streets, the substantial sidewalks, the handsome lawns, and door-yards, the elegant dwellings and substantial school and church edifices, all bespeak an onward and upward tendency. The location upon the gently sloping margin of the river its attractive, the regularity with which the town was laid out has secured numerous handsome streets and avenues, and the business thoroughfare will compare favorably with many of the oldest provincial towns in the country. Many of the primitive structures of the past are being replaced by substantial blocks, and the work of improvement still progresses (*Cedar Falls Gazette*, August 23, 1878).

Figure 14. Burr's Hotel, c.1881 (Map #46). The hotel was designed by A.V. Lambert of Fort Dodge, and built by Joseph Sartori, local mason and contractor. Source: Cedar Falls Historical Society/UNI Historical Cedar Falls website

Early development of the residential section immediately west of the business district along Washington and Clay streets showed a wide variation of house types and sizes. For examples, in 1867, J. T. Knapp one of the town's first successful bankers, had built for his family as well as his partner E. Townsend's family a large, Italianate-style house designed by

well-known Chicago architect A.L. Wheelock (Figure 15). For Knapp and Townsend, the house was conveniently located on the corner of Clay and West Third streets, just two blocks from his bank on Main Street. At the same time, William Moffitt, a pioneer farmer in his early sixties, moved to Cedar Falls not to retire but to work, along with his two sons, in the new Cedar Falls Woolen Mill. Moffitt built a very modest one-story side-gabled cottage for himself and his wife just one block south of Knapp's house on West Fourth and Clay streets. Both men could easily walk to work, though their work was very different. These two early houses are just one example of the mixture of socio-economic classes that lived and worked in close



proximity in 1860s Cedar Falls. As the city grew, the wealthier residents built their homes further from the business district on more expensive lots, while less expensive house lots closer to downtown attracted those of lesser means (*Cedar Falls Gazette*, April 19, 1867; January 4, 1866; Iowa State Census 1885).

Figure 15. Knapp-Townsend House, built 1867, at the corner of Clay and West 3rd streets, was an architect-designed Italianate residence built in 1867 for the families of two early bankers - J.T. Knapp and Edward Townsend. Source: Cedar Falls Centennial Committee 1952

By the mid-1880s, downtown Cedar Falls development patterns were set: Clay Street was lined with houses; Washington Street was a mix of houses, a few businesses, and livery; Main Street was the commercial street; and State Street (originally named Water Street) – lined with mills, manufacturing houses, lumberyards, worker housing, and the numerous utility buildings of these companies – was the industrial core (Sanborn Maps, 1885, 1892; Iowa State Census, 1885). Brick block additions to the commercial district included S.A. Packard's Opera House (now only partly extant – Map #76), the town's first; Pfeiffer & Sons built their drug store (Map #59); and L.H. Severin and N. Rodenbach built their two-story, double storefront Union Block (Map #90) to house their dry goods and grocery stores, respectively (Melendy 1893:71). The Burlington, Cedar Rapids & Northern Railroad built a new Romanesque Revival style depot at the southeast corner of Fifth and Main streets.

The "Lawn City" Era of Downtown Prosperity, 1890-1920s

Having survived its early fires and economic uncertainties, Cedar Falls – with four railroad lines, numerous milling and manufacturing industries, the Iowa State Normal School, and prosperous farming community – stood poised for an extended period of development and general prosperity. The decades between 1890 and the 1920s were the heyday of the town's railroad and mill-based economy. During this era, families and businesses prospered, stylish brick buildings and houses proliferated, and municipal improvements and city services were expanded and perfected. Downtown Cedar Falls, especially Main Street, was the center of a vibrant economic and community life. Cedar Falls was known as "The Lawn City," a city booster nickname that conveyed both the town's economic vibrancy – seen in its busy downtown business and industrial center – and its domestic tranquility – visible in its numerous picturesque residential streets and municipal amenities (Error! Reference source not found.).

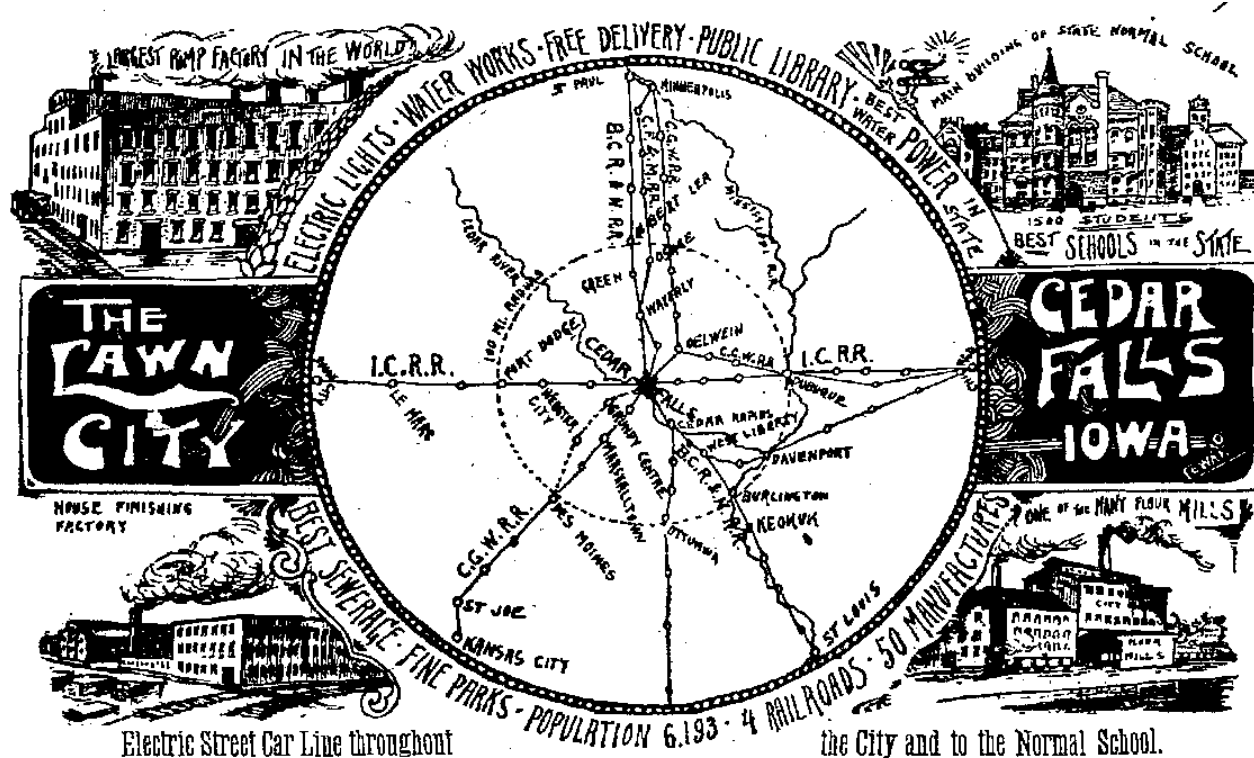


Figure 16. An example of "Lawn City" boosterism, 1898. Source: Cedar Falls Gazette, December 16, 1898

In 1892, Cedar Falls contained 1005 houses, 571 barns, five hotels, 194 business, manufacturing houses and offices, four depots, 12 churches, six schoolhouses, and one opera house (Melendy 1893:21-22). The four railroads – Illinois Central; the Burlington, Cedar Rapids & Northern; the Cedar Falls & Minnesota; and the

Chicago Great Western – together operated 20 passenger trains and 16 freight trains in and out of Cedar Falls each day. These railroads provided “exceptional facilities for shipping its manufactures, industrial and agricultural products,” including livestock (296 cars); grain (200 cars); flour and mill stuff (856 cars); paper (165 cars); butter (520,000 lbs); and other miscellaneous goods (830 cars). Likewise, Cedar Falls received a large number of shipments by freight train each year, including 630 carloads of wheat; 250 carloads of oats; 500 carloads of coal; 1590 carloads of lumber; 196 carloads of machinery; 75 carloads of straw; 85 carloads of building materials; 280 carloads of miscellaneous goods; and 7000 tons of merchandise, most of the latter to be sold in stores along Main Street (Melendy 1893:73-74; 82).

The original dam built by the Overmans was replaced in 1855 with a framed timber dam, and improved over time, was “said to be the best dam in the state.” The new dam created a much improved mill race, “with a waterway 70 feet in width and six feet in depth.” Owned jointly by a group of mill owners, Cedar Falls’ water power “turns the wheels of a number of large manufacturing plants that use nearly twelve hundred horse power. In 1892, 62 manufacturing and industrial plants were operating in Cedar Falls, “making *one hundred and ninety-three (193)* different articles.” These included the Cedar Falls Milling Company, which operated the Miner, Dayton, and Occidental flouring mills; Forrest Milling Co., which operated oatmeal, pearl barley, and feed mills; Harris & Col Bros Works manufactured wood pumps; Cedar Falls Iron and Brass Works, which had a foundry, pattern works, and iron and brass shop; Cedar Falls Novelty Works and Planing Mill, which operated two planing mills, two feed mills, and a cooperage; and the Cedar Falls Paper Manufacturing Company. Together, these five companies alone employed nearly 400, in a town of roughly 3500 inhabitants (Melendy 1893:79; 82-83; emphasis original).

Figure 17. Four, five, and six-story mills and manufactories (along with the three-story Burr House hotel) dominated the downtown Cedar Falls skyline, as seen in this photograph looking southeast across the Cedar River bowstring through-truss bridge toward Main Street in 1897.

Source: Collins 1998



These mills and plants not only dominated the Cedar Falls economy, they dominated the downtown skyline to the north and east (Figure 17). Miner’s Mill was a six-story stone mill with a 70 by 80-foot footprint. Dayton’s Mill was a five-story frame mill almost as large; and the Occidental Mill was a three-story frame mill. Forrest Milling Co. had

similarly imposing facilities: a stone oatmeal mill six stories high and 100 by 100 feet in size; and a stone pearl barley mill three stories high and 70 by 80 feet in size. Harris & Cole Pump Works was a three-story stone building 90 by 90 feet; and the paper mill was a four-story stone building 40 by 50 feet. In a town of mainly one and two-story stores and houses, these mills and manufactories, many built decades earlier, loomed large in the daily lives of Cedar Falls residents (Melendy 1893:84-92)

In addition to these large-scale mills and manufacturers, Cedar Falls industries also included a paper mill, carriage works, sorghum works, four tin and sheet iron works, three harness factories, two marble works, one lime works, one stock salter factory, two creameries, one cheese factory, one condensed milk company, three dairies, one corn canning company, one barb wire fencing works, one brick and tile works, one vinegar and cider works, one pottery and terra cotta works, two washing machine factories, one cigar factory, and one wooden shoe factory (Melendy 1893:83).

The commercial buildings and stores lining Main Street increased as well, many bearing the names of city's pioneer residents like Pfeiffer, Chase, Israel, Wise, Mornin, Severin, Sartori, Larsen, Dayton, McNally, and many others. Many of Cedar Falls' earliest merchants found long-lasting success in both business and civic affairs well into the twentieth century.

Transportation around town improved as well. In 1895, the Cedar Falls & Normal Railway started a streetcar service with exclusive rights to run on city streets between downtown and the Iowa State Normal School



(Figure 18). In 1898, the Waterloo, Cedar Falls, & Northern (WCF&N) Railway, an interurban electric railway line begun in Waterloo, purchased the defunct Cedar Falls & Normal Railway.

Figure 18. The Cedar Falls & Normal Railway operated between Downtown Cedar Falls and the Iowa State Normal School, c.1897. Source: Cedar Falls Historical Society

In 1898, the WCF&N Railway Co. took over the holdings of the Cedar Falls & Normal Street Railway Company. The new street railway company built the Tremont Street line, completed the loop, and over the next decade made improvements in both the

interurban and city lines, the latter of which in 1908 had three miles of passenger track and one mile of freight track. The WCF&N company also built car barns, relaid the street tracks through town, and built a new battery station. In 1908, the local streetcars ran "every fifteen minutes through the business portion of the city into the residence and suburb parts, as well as to Normal Hill. . ." The interurban cars connected Cedar Falls with Waterloo, eight miles away, with cars running every hour, as well as to Cedar Heights and Electric Park, two amusement parks established to take advantage of the streetcar lines (*Cedar Falls Gazette*, December 18, 1908).

Besides connecting to Waterloo, in 1911, the interurban line was extended to LaPorte City, in 1913 to Brandon and Urbana, and in 1914 to Cedar Rapids. To the north, the line connected to Waverly. The WCF&N Line was also known as the Cedar Valley Route (Hartman 1915:367-368). The streetcar line remained in operation until the mid-1950s, peaking during World War II when the military training programs at Iowa State Teachers College convinced the railway to run extra trains on weekends. In some cases it even sent direct trains over freight trackage along 27th Street (UNI Historical Cedar Falls website – 1/2015).

As wooden storefronts continued to be replaced by brick commercial buildings, more than a few of them were architecturally grand and stylish. The I.O.O.F. Block (1901-Map #68) and the Security Savings Bank (1907-Map #86) displayed the Beaux Arts style (Figure 20). The Cotton Theatre (Map #40) and Citizens Savings Bank (now radically altered - Map #84), both built in 1910, were elaborate Colonial Revival style buildings. Others were built to replace buildings lost in disasters. The Neo-Classical Revival style Cedar Falls National Bank (Map #55) and the Carpenter Block with Prairie style inspired details (Map #54) replaced two large double storefront Italianate style brick buildings that were destroyed in a terrific explosion in the summer of 1907. After the subsequent fire, the buildings that housed the Boston Store, the former

Boehmler Bros. Hardware, and Willard & Alexander's Clothing lay "in ruins." These buildings had stood at this location for more than two decades, and their loss was deeply felt (*Cedar Falls Globe*, August 29, 1907). Nevertheless, the buildings that replaced them – Carpenter Block and the Cedar Falls National Bank – redefined the corner with two buildings that became instant landmarks on Main Street (Figure 19). In 1914, Burr's Hotel was remodeled from plans drawn by well known Waterloo architect, John G. Ralston, who gave the renamed Black Hawk Hotel a Prairie style entrance and main floor details (Figure 32).



Figure 19. Postcard view of Cedar Falls National Bank (left) and Carpenter Block (right), c.1908. These buildings replaced two large Italianate style brick commercial buildings destroyed in an explosion and fire in 1907. Source: Cedar Falls Historical Society

This era of downtown prosperity coincided with a pronounced growth in the population of Cedar Falls. From 1890 to 1900, the number of inhabitants grew from

3,459 to 5,319, the greatest percentage increase in population – 53.8 percent – recorded to date. And while the population showed a slight decline between 1900 and 1910 (falling from 5,319 to 5,012), over the following decade – 1910 to 1920 – the population of Cedar Falls grew 26 percent to 6,316 residents (U.S. Census Bureau).

During this time, the population of Cedar Falls included many first and second-generation European immigrants, but the city was particularly attractive to those arriving from Denmark between the 1870s and the early twentieth century. Some left Denmark after 1865, when Germany acquired the formerly Danish territories of Jutland and Slesvig. Many in these territories preferred immigrating to the United States rather than remaining under German rule. They came to Iowa because they had been farmers in Denmark, and they could get good quality farmland here at a cheap price. Some Danes remarked that Iowa's scenery reminded them of Denmark. Many settled in Cedar Falls along what is now State Street, and they soon set up churches and clubs in the growing town. The most important churches were the Nazareth Lutheran Church and the Bethlehem Lutheran Churches. Popular Danish societies included the Danish Brotherhood and Sisterhood, and the Lyren Society. The Danes also opened businesses and built brick blocks in downtown Cedar Falls. Danish became a common language spoken in the downtown business district, so much so that local stores made sure to have at least one employee who spoke it. Danes also came specifically to Cedar Falls because of the international popularity of the *Dannevirke* newspaper, published here by Martin Holst. Danish immigrant influence in the commercial and social affairs of Cedar Falls reached its zenith during the Lawn City era. By the 1920s, however, the Danish language grew less common in Cedar Falls, due largely to the politics and prejudices during the World War I years. Although Governor Harding's 1917 language proclamation made it unlawful to speak a foreign language in public, immigration numbers had already greatly declined, and the population born and raised here had become Americanized. In the 1920s, churches and Danish societies switched their official language to English, and the use of the Danish language in Cedar Falls faded away toward the end of the 1930s. Although the language was no longer widely spoken, local Danes remembered their heritage and celebrated it with the Cedar Falls Danish Days in the 1950s. Many people in Cedar Falls today are descendants of Danish immigrants, and often have surnames like Larsen, Hansen, and Nielsen (McNamee 2013/Neverman 1990).



CEDAR FALLS NATIONAL BANK

THE BANK THAT
TAKES CARE OF
ITS CUSTOMERS

Resources Over \$800,000

J. JENSEN

Dentist

Office over Cedar Falls National Bank

Established 1900

J. B. NEWMAN

ATTORNEY-AT-LAW

CARPENTER BLOCK, OVER ROBINSON DRY GOODS STORE

W. H. MERNER

LAWYER

CEDAR FALLS, IOWA

HENRY MAZANTI

DRUGS AND
GROCERIES

DR. A. S. HANSEN

Specialist in

Eye, Ear, Nose and Throat Diseases

E. B. Downs

The Real Estate and Insurance Man
Buys, Sells and Exchanges all
kinds of Real Estate in Cedar
Falls Property for Sale or Rent



Citizens Savings Bank
CAPITAL, \$100,000.00

OFFICERS—C. A. Wise, President, W. N. Hansen, Vice President, H. N. Sullivan, Vice President, O. B. Leonard, Cashier, W. C. N. D. H. Asst. Cashier.
DIRECTORS—Jas. Sartori, Adam Boyer, J. B. Newman, M. Hammond, L. B. Severin, H. N. Sullivan, W. N. Hansen, O. B. Leonard, C. A. Wise.
SAVINGS DEPARTMENT—Four per cent interest paid on the pass book plan. We also issue certificates six months or one year drawing four per cent interest.
All business entrusted to our care treated confidentially. You can store your valuable papers with us.

SANTEE BROTHERS

REAL ESTATE AND FARM LOANS

310 MAIN ST.

BOTH PHONES

LANDS AND CITY PROPERTY BOUGHT, SOLD AND EXCHANGED. See us for acreage city property and farms in Black Hawk County, Iowa. We will have a land seekers' EXCURSION RATE EVERY TUESDAY for the summer of 1910 AT PRACTICALLY \$10.00 for the round trip to points in Dakota. We also have ranches and wholesale tracts of land in the Dakotas, Montana, Texas, etc. 6,000 acres, 75 per cent tillable, Montana, \$6.50 per acre. Easy terms. 6,000 acres, good grazing land, Texas, \$3.75 per acre, and others.

The Cedar Falls Record

Daily and Weekly, Published by the
Record Publishing Co. Inc.
J. W. Jernigan, Editor and Manager
Consolidation of the Record and Globe. Only paper in English in a city of 6000. Publishes the local news of Cedar Falls and Black Hawk County.
Daily one year \$4.00 Weekly one year \$1.50

M. HOLST

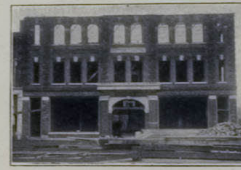
EDITOR AND PUBLISHER

DANNEVIRKE &
BORNEVENNEN

CEDAR FALLS, IA.



I. O. O. F. TEMPLE



COTTON THEATER

Description of Cedar Falls

The City of Cedar Falls is located on the Cedar river, about five miles northwest of Waterloo. The population at the present time, December 1, 1909, is about 6000, and the city is principally a residence and school city, the population consisting largely of well-to-do people attracted by the excellent Free School advantage, as well as the fact that the Iowa State Teachers' College is located here. There are about 55 small and large manufacturing concerns, with a total capitalization of about \$1,200,000.00, and an annual product of about \$3,600,000.00, and an annual pay roll of about \$800,000.00. There are no wholesale houses, but an excellent retail trade amounting to about \$1,000,000.00 annually. Two railroads, the Rock Island and Illinois Central, besides the Waterloo, Cedar Falls & Northern Interurban, furnish ample transportation and freight facilities. The Cedar river is dammed just within the city, and a canal furnishes abundant power for factories. One of the most important advantages of Cedar Falls as a home is its excellent water service, which is obtained from Pfeiffer's springs, and which is pronounced by experts to be as pure and healthful as nature can make. The Commercial Club of Cedar Falls has a membership of about 500 and is always ready to do its share to help the City.



CARNEGIE-DAVTON LIBRARY



HIGH SCHOOL

J. L. BAILEY

S. O. BAILEY

BAILEY BROTHERS

Lands, Loans
and Insurance

Over Cedar Falls National Bank

BURR'S HOTEL

T. J. & A. N. BURR, Proprietors

Rates \$2.00 per day

Steam Heated

Gas Lighted

THE ARLINGTON HOTEL

MODERN AND UP-TO-DATE

RATES \$2.00 PER DAY

Electric Light and Gas, Steam Heat, Porcelain Bath on every Floor, Hot and Cold Water Throughout, Table Unexcelled.



GEO. S. MORNIN, Pres. F. W. PAULGER, Cashier
D. BENNINGSON, Vice Pres. L. H. PAULGER, Asst. Cash.

Security Savings Bank

CAPITAL \$50,000
CONDUCTS A GENERAL BANKING BUSINESS
Every Privilege Afforded Our Customers Consistent with Conservative Banking Methods
4 Per Cent Interest Paid on Savings and Time Deposits
We Cordially Invite Your Business

H. C. HEMENWAY

LE CLAIR MARTIN

HEMENWAY & MARTIN

LAWYERS

Dr. J. Scott Stevens

Physician and Surgeon

Telephone

Office—Iowa, 11-Y
Residence—Iowa, 74-J; Cora Belt, 2

H. JACOB PFEIFFER, President and Treasurer
M. A. PFEIFFER, Vice Pres. A. E. FEILER, Secretary

THE PFEIFFER CO.

LEADING DEALERS

Drugs, Books, Wall Paper, Jewelry
We Make a Specialty of Fine
Watch Repairing and Engraving

"VEATCH"

"The Picture Man"

Established 1892

312 Main Street
Up Stairs

Cora Belt Phone
No. 20 Red

ESTABLISHED FEBRUARY, 1908

G. F. WILSON

REAL ESTATE AND EXCHANGE BROKER
HOMESTEAD LOCATER
INSURANCE AND RENTAL AGENCY

Bell Phone No. 47 Cora Belt Phone Office and Residence
Office 120 Main St. Residence 5 Blocks from State Normal School
If you wish to buy, sell, rent or exchange property of any kind, list it with me. I will try and get you an honest deal.

DR. W. L. HEARST

PHYSICIAN AND
SURGEON



HENRY JOHNSON, Pres. L. F. JOHNSON, Treas.
HARRY WYTH, Vice Pres. and Sec.

Johnson & Wyth Co., Inc.

DEALERS IN

Hardware, Heating and Plumbing

312 Main Street

Cedar Falls, Iowa.

Figure 20. Some of the "Leading Business Houses in Cedar Falls" in 1910. Source: Iowa Publishing Co 1910

Cedar Falls' growing population prompted increased demand for public works and municipal services such as water, sewer, electricity, and gas; paving and street lighting; sidewalks; parks; public library; and a hospital. In 1912, the city discarded its 1888 waterworks and built a \$120,000 plant and a new system with a water supply

obtained from three large wells, drilled through forty-five feet of sand covering, thence through limestone eighty-five feet. These wells are double –cased to a depth of 110 feet and all surface contamination is shut out. The wells have a capacity of 3,500,00 gallons per twenty-four run or 350 per cent in excess of the largest consumption (Hartman 1915:281).

By 1915, the city contained more than 19 miles of water mains, 127 fire hydrants, and 1,400 patrons (Hartman 1915:281). In 1898, the city contracted to have brick pavers laid on Main Street from the mill race south to 6th Street. The following year the brick paving was extended north from the mill race to the bridge over the Cedar River (*Cedar Falls Gazette*, July 12, 1898; August 25, 1899). Additional pavement was laid each year – half brick and asphalt and half concrete – and, along with cement sidewalks and sewer facilities, by 1915, the city boasted 10½ miles of paved streets, 49 miles of cement sidewalks, 15½ miles of sanitary sewers and 5 miles of storm sewers (Hartman 1915:280). By 1915, Cedar Falls owned and operated its own electric light plant, taking over when the private Citizens Gas & Electric Company franchise expired. The city built a new plant in 1913, and extended the first service to city customers in 1914. One year later, the municipal light plant had 1,200 customers, and had installed 217 residence street lights, 8 alley lights, 42 five-light ornamental electroliers on the main streets, and a few park lights (Hartman 1915:280).

To accommodate the increasing role of the Mayor, City Council, and city staff in the growth and progress of Cedar Falls, a new purpose-built City Hall and Fire House with Romanesque Revival style details was built on West 3rd Street in 1893 (nonextant), relieving the city government from having to occupy leased rooms in a commercial block on Main Street (*Waterloo Daily Courier*, November 9, 1893). In 1917, the Cedar Falls Post Office also moved from its commercial block at Main and 2nd streets to a new first-class federal building at the corner of Washington and W. 3rd streets. The Classical Revival style post office was built from plans and specifications produced by the Supervising Architect's Office at the U.S. Department of the Treasury, under direction of Acting Supervising Architect James A. Wetmore (U.S. Superintendent of Documents 1917:681; *Engineering News-Record*, May 24, 1917).

In 1903, the Cedar Falls Public Library moved into the Beaux Arts style Carnegie-Dayton Library, built at the southeast corner of 6th and Main streets (nonextant), and in 1915, Joseph Sartori (the pioneer mason, contractor, and banker) funded the construction of a hospital that bears his name (*Cedar Falls Gazette*, July 1, 1902; Hartman 1915:283). In 1895, the Cedar Valley Telephone Company opened an exchange on the second floor of 112 W. 3rd Street. This company was succeeded by the Corn Belt Telephone Company, and that company was eventually absorbed into Northwestern Bell Telephone Co., which in 1929 built an Italian Renaissance style telephone exchange building on the southeast corner of Washington and W. 4th streets (Map #36).

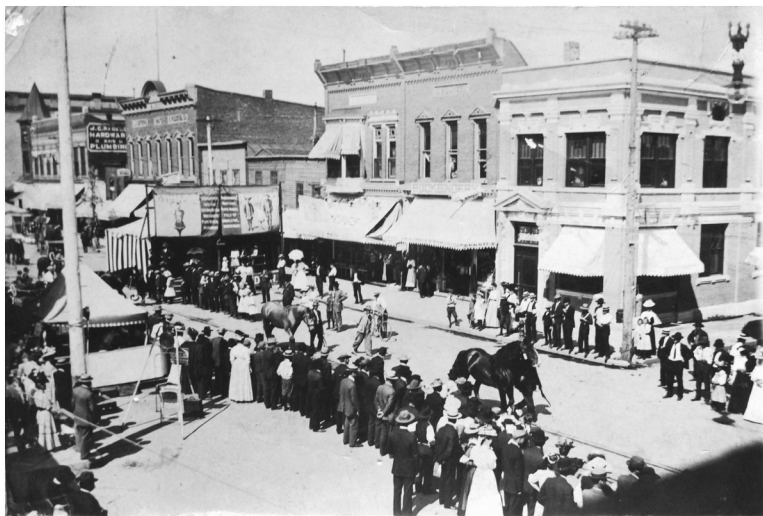


Figure 21. Merchant's Harvest Jubilee, probably 1908, was an annual Cedar Falls carnival and street fair begun in 1904 that made Main Street into one long street fair with a parades, merchant booths, prizes, band concerts. Traveling amusement companies set up carnival rides (i.e., Ferris wheels and carousels) and tent shows with human oddities. Source: Cedar Falls Historical Society

In addition to the daily commerce, Downtown Cedar Falls provided the setting for many town parades and community celebrations, including annual Fourth of July parades, the

annual Cedar Falls Carnival or Street Fair beginning in 1904 (a combination carnival and agricultural fair), patriotic demonstrations (particularly during World War I), and other community ceremonies and events (Figure 21).

Nicknamed “the Lawn City,” Cedar Falls took satisfactory pride in its stock of well-kept single-family homes, using the nickname in its own newspapers and booster publications.⁵ For example, in 1896, the *Cedar Falls Globe* published a special progress edition, and wrote the following concerning recent housing construction:

A total of about \$180,000 has been expended the last year on residence property alone. While some costly houses have been built, the vast majority have been neat, comfortable houses owned and occupied by the middle class. . . . The elm and the sugar maple are the favorite trees, although a goodly number of the native oaks are found. The sidewalks on the best streets are cement or stone. These streets are parked to the curb line. In most portions the old-time fence has been wholly abandoned and an unbroken lawn stretches from street to street. No one can take a ride over Washington and Main, Sixth and Twelfth streets, and the region about the city park, with out being more than satisfied with the artistic beauty of the dwellings and the surroundings, for he will have seen some of the most beautiful homes in the coziest, prettiest town in all the state (*Cedar Falls Globe*, February 1, 1894).

Throughout this era of downtown prosperity, single-family homes continued to fill lots along Washington and Clay streets, many owned and occupied by resident merchants and professionals with stores or offices on Main Street. For example, in 1897, Abram Wild, the Cedar Falls lumber dealer, built a large rambling Queen Anne house on the corner of Clay and 4th Street (Map #6). In 1900, across the street to the south, Dr. Carl B. Miller, a dentist with a practice on Main Street, also built a large Queen Anne house with turret (Map #8). Frank O. Jackson, who worked for the City of Cedar Falls, built a very large architect-designed Colonial Revival style Four-Square (Map #3). William Ott, a long-time Cedar Falls restaurateur and ice cream factory owner, built a stylish Queen Anne house (Map #19) on the corner of Washington and 5th streets in 1906 (Figure 22). In 1912, George Jensen, creamery man and former investor in Ott Ice Cream, built a Prairie style house (Map #20) next door to Ott’s widow, Emma Ott. The following year, Ed Carney built a Four-Square



house (Map #18) next to Jensen’s, completing the line of stylish houses along the 400-block of Washington Street. Two widows of Main Street merchants – Deliah J. Henderson and Ann Maria (Babcock) Case – also built houses close to downtown. Each had a vernacular Queen Anne style house built for herself (Map #16 and Map #18) in 1898 on 5th Street and in 1900 on Washington Street, respectively.

Figure 22. William Ott House, 421 Washington Street, built 1906. Photo by Jennifer A. Price, October 2014

Cedar Falls’ Highway and Automobile Era, 1910-1950s

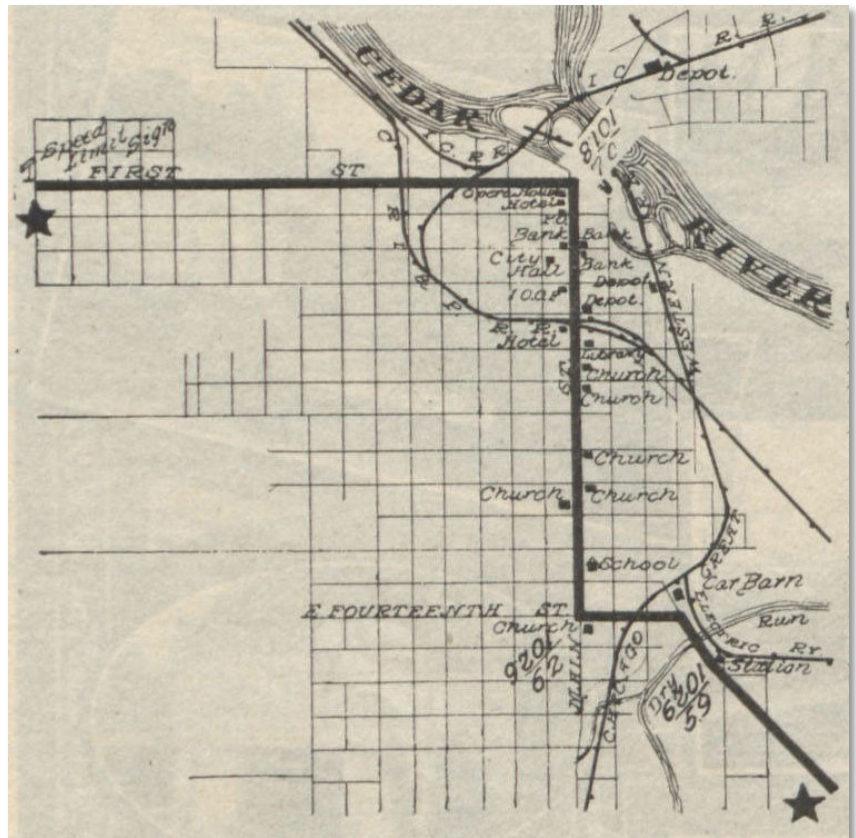
The first automobiles began operating on the streets of Cedar Falls in the early 1900s, mostly owned by the town’s wealthier residents. By the time the first highway was being marked across Iowa in 1911, many more Cedar Falls residents owned their own automobiles. By 1915, the automobile was nearly as common as the horse and buggy on city streets. At this time, Cedar Falls became the crossroads of two of the most

⁵ The origin of this nickname seems to date from 1893, when a businessmen’s club incorporated as The Lawn City Club (*Waterloo Daily Courier*, January 26, 1893).

important highways in the state: the Red Ball Route and the Hawkeye Highway. The Red Ball Route, sponsored by the Red Ball Route Association begun by Robert Carson, was an interstate road registered with the Iowa State Highway Commission in 1915. The highway, running from St. Louis, Missouri, to St. Paul, Minnesota, crossed the entire length of Iowa from Keokuk through St. Ansgar (Iowa Historic Routes, Iowa DOT website).

The Hawkeye Highway was an Iowa road conceived in late 1910 by W.F. Parrott of the *Waterloo Reporter*, who was inspired by the Good Roads enthusiasm that produced the organization and marking of the River-to-River Road across south central Iowa earlier that year. Parrott envisioned a similar road crossing Iowa between Dubuque and Sioux City and called a meeting of enthusiasts along the route. The result of that meeting was the organization of the Hawkeye Highway Association, of which Dr. F.A. Seeman of Sioux City was elected president. Over the next two years the highway was plotted through the various towns and cities along the route, including Cedar Falls, and the first guidebook of the highway published in 1912 showed the route through Cedar Falls in detail (Huebinger 1912:10) (Figure 23).

Figure 23. The route of the Hawkeye Highway through Cedar Falls in 1912 took motorists along Main Street and W. 1st Street. Source: Huebinger 1912:66



Strangely, when Robert Carson, the Red Ball Route's promoter, first asked Cedar Falls in 1915 for its cooperation in laying out the highway, the city declined, and instead "the route was marked out from Waterloo up thru Janesville, missing Cedar Falls." Just one year later, the city realized its error and wanted in on the increased tourist traffic the marked highway was bringing to its neighbors. Thus, the route was changed to pass through Cedar Falls. As the *LaPorte Progress-Review* explained: "The better towns of the country are beginning to wake up to the advantages of being on these important automobile thoroughfares, and the importance of being a town on a marked highway is not to be underestimated" (*Cedar Falls Record*, February 24, 1916).

The Good Roads committee of Cedar Falls moved quickly to mark the Red Ball Route, as well as the Hawkeye Highway, through town.

The good roads committee stated today that if the weather permits painters will start Monday on the work of marking the Red Ball and Hawkeye Highway automobile highways thru the city. Both routes will enter the city from the Waterloo road, coming up Thirteenth and following north on Main street to First, turning west on First with the Hawkeye leading west to New Hartford and the Red Ball turning northward over the new Franklin street bridge and thence to Waverly. This is an improvement that Cedar Falls has needed for some time, for, until the present, the traveling public has not been guided thru our city with an over abundance of signs and it is sure that this work will be appreciated when completed. Not only this, but causing all travelers to pass thru our business district will be bound to create some business for the town and it is a sustained fact that "it pays to advertise" (*Cedar Falls Record*, April 27, 1916).

By that summer, the routes of both highways through Cedar Falls were declared “well marked” (*Cedar Falls Record*, July 6, 1916):

C.M. Wyth and others today completed marking the Hawkeye and Red Ball auto routes thru Cedar Falls. . . . Both trails are marked all the way, the former with a big blue “H” on a white background and the latter with a large red ball on a white background. Both routes lead thru Cedar Falls Main street (*Cedar Falls Record*, July 6, 1916).

Almost immediately:

“[A] large increase in the number of automobiles passing thru the city has been noticed since the Red Ball route was changed so as to pass thru Main Street instead of going over the east road to Waterloo. Cars from all over the United States, increasing in number daily, are seen on the streets, and many stop for supplies and other reasons, whereas before when the route went the old way autoists that followed the route never had a chance to see Cedar Falls. The individuals that were instrumental in changing the route should feel much gratified as Cedar Falls is receiving much more advertising as a result (*Cedar Falls Record*, July 20, 1916).

When these named routes were absorbed into the Federal-aid Highway System as U.S. 218 and U.S 20 in 1926, both continued to use Main Street as the route through Cedar Falls (Hancock 2012).

Wood's Cafe Short Orders At All Hours and REGULAR MEALS Bread, Cookies, Cakes Everything in Bakery Line Cedar Falls - Iowa	M. P. Petersen <i>Garage and Machine Shop</i> Agent For Case Cars Automobile Repairing and Rebuilding. Complete line of High Grade Accessories and Supplies. Best grade of Oil and Grease. Bowser Gasoline Filling System. Fire Proof Building. Best Equipped Machine Shop in This Part of the State. High Grade Machine Work. Tool and Die Making. Jigs. Model Work. Special Machinery and Appliances Built to Order. Cor. Washington and 2d Sts. Cedar Falls, Iowa	Cedar Falls The Dealer's Mecca. Here ALL DEALERS AND REPAIR MEN Stop to see the Largest and Most Complete Stock of Accessories, Tires, Tools and Supplies in this part of the country, carried by Rice & Dayton Mfg. Co. Exclusive Wholesalers	
Burr's Hotel T. J. & A. N. Burr Proprietors Cedar Falls, Iowa Lustre Creme Polish "Best on Earth" For the Auto body or metal of all kinds, Ask your dealer for sample or send postal to Lustre Creme Polish Co. Rock Island Ill.	Oxford Cafe Harry Onan, Prop. CEDAR FALLS, IOWA Special Attention to Auto Parties Convenient to the Garage. Everything to eat in season	Arlington Hotel J. C. PATTERSON, Prop. Rates: \$2.00 Per Day Best Headquarters for Auto Tourists 503 Main St., S. W. Cor. 5th Cedar Falls, Iowa	ENTZ BROTHERS' RESTAURANT 919-921 East Fourth St. 626 Sycamore Street WATERLOO, - IOWA Open Day and Night All Kinds of Sea Food and Game <i>Fine Steaks a Specialty</i> Special Attention Given to Banquets, Auto and Theatre Parties

Figure 24. These Main and Washington street businesses advertised in Huebinger's first guidebook to the Hawkeye Highway, 1912, hoping to attract new customers. The Hawkeye Highway took motorists through Cedar Falls via Main Street and 1st Street. Source: Huebinger 1912:67

Early automobile related businesses either located in existing buildings along Main Street, or existing liverys and blacksmith shops added garage storage, automobile repair, and car dealership to their list of services. Some built new on the periphery of the commercial core, like M.P. Petersen's Garage and Machine Shop at Washington and Second (Map #29), where the larger lot sizes allowed sufficient room for the broad roadside commercial buildings, parking, and driveways convenient to automobiles. Such early automobile businesses catered mainly to local residents but were close enough to the highway routes to take advantage of the increased traffic. In 1912, Petersen advertised in the first guidebook to the newly marked Hawkeye Highway] (Figure 24). Rice-Dayton Mfg. Co., located at Fourth and State (Map #108), also advertised their line of automobile parts and accessories. And the Oxford Café, located on Main Street (the main route of highway through town), promised in their ad to give “Special Attention to Auto Tourists” (Huebinger 1912:67) (Figure 25).



Figure 25. In 1925, the Red Ball Grocery Store, an Iowa chain, opened at 313 Main Street, right on the Red Ball Route through Cedar Falls. Source: *Waterloo Evening Courier*, August 7, 1925

The early named routes and later federal numbered highways through Cedar Falls city streets also spawned new businesses along the routes catering to both local

and out-of-town customers. These include the extant Standard Service Station at Washington and First (Map #1), located to catch motorists coming into or leaving town on the Hawkeye Highway. Likewise, but much later, Bob's Maid Rite (Map #107) on E. 4th near Main, Multauf Tire Shop (Map #79) at E. 4th and Main, and Ballard's Conoco (Map #23) at W. 4th and Washington no doubt located their businesses at the that crossroads in 1947, 1949 and 1953 respectively to catch motorists following the signs of the U.S. 218 route through town (Figure 26).

The automobile and improved highways made getting into town to shop much easier for rural residents all over Iowa, including those living in Cedar Falls' hinterland. As a result, Main Street was often lined with cars. As roads improved in the 1920s and 30s, however, shoppers from both small towns and the countryside were no longer limited to their local market town. Equipped with an automobile and good roads, shoppers often kept right on driving down the road to the next largest town, and that next largest town for those living around Cedar Falls was Waterloo. Likewise, improvements in technologies (i.e., tractors) on the farm resulted in fewer families being needed to produce ever increasing quantities of produce. Declining population in the countryside translated to fewer Saturday customers for Cedar Falls barbers, restaurants, and shops. "By the 1930s, the smaller towns across the country showed clear signs of business decline"⁶ (Nash 2002:10).

Figure 26. Signage with arrow (lower center) marks the route of U.S. 218 through Cedar Falls at the corner of Main and W. 4th streets, 1940s.

Source: Cedar Falls Historical Society

Nevertheless, Downtown Cedar Falls survived, keeping most of its businesses (and therefore its stock of historic buildings) on Main Street throughout the automobile revolution, a fact that may owe much to the Cedar Falls trolley line that operated on Main Street until the mid-1950s. Although businesses began moving away



⁶ John A. Jakle, Robert W. Bastian, and Douglas K. Meyer. *Common Houses in America's Small Towns* (Athens, GA: The University of Georgia Press, 1989), 122.

from Main Street as early as the 1920s (i.e., Holst Printing (Map #28) and Northwestern Bell Telephone Co. (Map #36), commerce for the most part remained in the city's aging downtown core into the 1950s. And while the automobile certainly made the larger lots and cheaper real estate on the edges of town attractive to business owners and developers, merchants in Cedar Falls remained by and large tied to Main Street, where its popular trolley system continued to bring shoppers to their doors (Figure 27).



Figure 27. At the corner of Main and 5th streets, automobiles, WCF&N trolleys, and trains on the Rock Island Railroad converged, c.1940. Note the Rock Island Railroad Depot (right) and tracks crossing Main Street. Source: Cedar Falls Historical Society/UNI Historical Cedar Falls website

Mid-20th Century Remodeling and Development, 1940s-1965

After World War II, the decentralization trend begun by the automobile culture in the 1920s and 1930s increased, causing more businesses to leave Main Street. To combat the worst effects of downtown commercial abandonment and deterioration of building stock, Cedar Falls began a two decades-long effort to keep downtown relevant to both business and consumer. For example, just after the end of World War II, Cedar Falls embarked on a campaign aimed at updating or modernizing storefronts along Main Street.

Retail merchants are becoming very conscious of the need of change in the appearance of Main street, according to B.L. Nay, Chamber of Commerce secretary. Following a drive some months ago to modernize fronts here, several merchants got into the swing and painted, re-stuccoed, and even completely tore out old fronts. . . . Nay stated that because of the popular demand for making Main street look more like 1946 than 1890, a new program has been inaugurated, patterned after that followed at Boone, where merchants face a like problem. Pictures are being taken of store fronts here, after which an architect will be called in and with the cooperation of the store owners, changes will be suggested which, while not expensive, will add to the appearance of the building. False fronts may be cut down, cupolas eliminated and in several instances it may be suggested that entire third floors be torn down (*Waterloo Sunday Courier*, September 29, 1946).

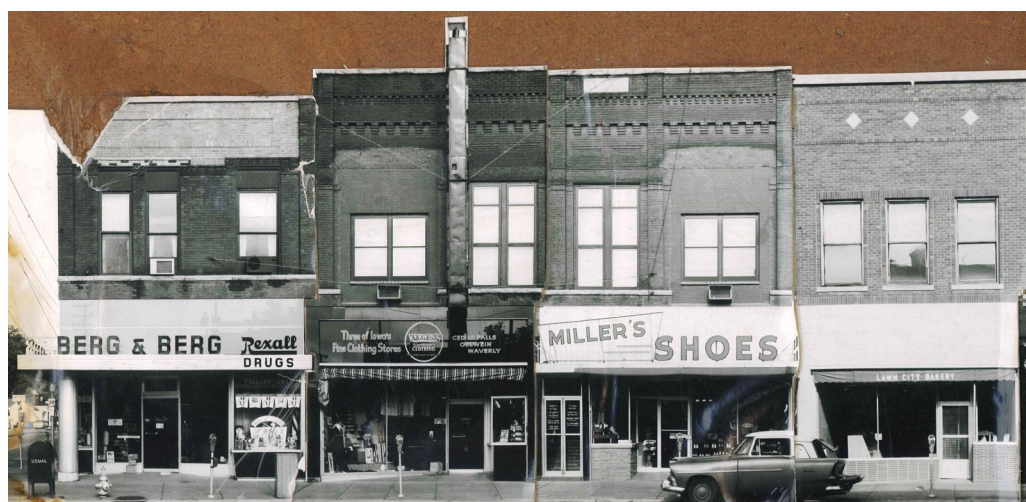
While not much is known about the results of this particular campaign, it is clear that businesses and property owners, whether prompted by city leaders or their own initiatives, began to remodel their late-nineteenth and early-twentieth-century buildings in earnest. Turrets, third floors, and oriel windows were removed, as well as cornices, window hoods, transoms, and cast iron storefront components. The tall second-floor windows of Italianate brick blocks were reduced with panels and bricks or simply bricked in, as were those of Union Block (Figure 28). Buildings in the 300-block of the west side of Main Street had undergone several front remodels since the 1930s. By the early 1960s, nearly all had altered storefronts. The north half of the stone front Carpenter Bros. Block and the Italianate-style Williams Block had new Commercial-style brick fronts; the Sartori Block had had its two oriel windows removed and the openings bricked in (Figure 29); and the double-front Wise building had been greatly simplified (i.e., cornices and window hoods removed and windows reduced) by the F.W. Woolworth Co. that was located there from the 1930s or so to 1967. One of the most drastic modifications involved the National Bank Building (Map #49), which in the late 1950s, was stripped of all its elaborate Italianate details (Figure 31).



and window hoods removed and windows reduced) by the F.W. Woolworth Co. that was located there from the 1930s or so to 1967. One of the most drastic modifications involved the National Bank Building (Map #49), which in the late 1950s, was stripped of all its elaborate Italianate details (Figure 31).

Figure 28. Union Block, as seen in the late 1940s, had already lost the height of its second floor windows as well as the ornate window hoods. Signage for the building tenant Diamond Brothers grocery covers the two name blocks of the building's original owners. Source: Cedar Falls Historical Society/UNI Historical Cedar Falls website

Figure 29. By the 1960s, multiple modifications to the Williams Block, New Sartori Building, and Mornin Block on Main Street had removed most of the original ornate details from these Late Victorian buildings. Source: Cedar Falls Historical Society



Despite these changes to familiar buildings and businesses, as a community center, the downtown area with its shops, entertainments, restaurants, and institutions, continued to be the heart of Cedar Falls. Indeed, Downtown Cedar Falls was the setting of many childhood and teenage memories for Cedar Falls High School Class of 1960 alum Rita Congdon:

Two of the major attractions for kids downtown were the Regent Theater and the Recreation Center on 2nd and State Streets where we attended Teen Time.

Remember Teen Time? We would go in packs of girls or boys. The first hour the girls stood on one side of the floor and the boys stood on the other side. After about an hour the girls would dance with each other and the boys would shove and elbow each other. Then around a half hour before the dance ended, a few couples would get brave enough to dance with a member of the opposite sex. A fun time was had by all.

The Regent Theater was our only indoor theater. Those of us who spent our childhood in Cedar Falls remember Bill Schneider and the occasional Saturday morning movies. The admission was usually so many bottle caps from the Day or Brunskill Dairies, or so many empty tin cans. There would be a series of cartoons and then a feature show, maybe Roy Rogers or some other western. Between the cartoons and the main event there would be prizes awarded, usually for the persons who brought in the most bottle caps or tin cans. There was always a sing along, and four hundred kids would scream " John Jacob Jingleheimer Schmidt" or "Little Tommy Tinker" at the tops of their lungs. As we grew older the Regent was the place to take a date for a big night on the town. Probably a good share of us received our first kiss at the Regent, either sitting in the balcony or in the last row of seats on the main floor.

Also, in the downtown area were the city hall, post office, the police, and fire departments on Third Street. Remember as kids in grade school visiting these facilities. The fire department had a real brass pole the firemen really slid down.

The two main grocery stores were Kitchen's and the A & P. There were a couple of meat markets in addition to the grocery stores. The first " supermarket" was the huge Piggly Wiggly store on State Street. We thought it was the most wonderful place, and so BIG! Today it would seem very small, but we were impressed at the time. The Lawn City bakery smelled so good as you walked by, and had the best pumpernickel bread in the world! There was the Busy Bee and Cole's Cafe, and, of course, the Maid Rite.

You could shop for clothing at Apparel Art, Smart Shop, Kerwin's and Israel's. You could buy notions, fabrics, and other assorted dry goods at Willoughby's. There was the Firestone Store that always had the most wonderful train display in the window at Christmas time. The two hardware stores were Coast to Coast and Johnson-Christensen, and they smelled wonderfully like rubber and metal. Woolworth's was the " dime store" , and had a wealth of interesting things for kids of all ages. We waited anxiously for the day after Thanksgiving to see the latest toys displayed for the holidays. Ben Franklin was just down the street in the next block and also had a wealth of goodies. For electronic repairs, Boege's or the Philco Store could serve you. This usually entailed finding the right bulb that was burned out in your radio or rewiring small appliances.

When we were finished shopping, we could go to Baker's or Potter's Polar Pantry for ice cream. Baker's was THE place to go, but Potter's was the only place to get sugar cones, so that was a drawing card. If you didn't feel like ice cream you could go to Berg's or Hieber's and sit at a real soda fountain. You could pick up a prescription or cough drops, buy a handkerchief, and sample the perfume while waiting for your cherry Coke or your lime phosphate. When your shopping was finished and you had had your goodies to eat you could go to the old armory and bowl a game or two (Congdon 2000).

Without the trolley to bring them to town without parking worries, by the 1960s, shoppers were abandoning the historic buildings along Main Street in favor of new buildings on larger lots with more room for their automobiles. Some of these new buildings replaced historic houses or buildings, with this practice being particularly ruthless on Washington Street. In 1957, a new Super-Valu supermarket was built at the corner of 1st and Main streets (Map #31), which, with its ample parking lot, surely drew business away from those on Main Street. One of Cedar Falls historic banking institutions moved to a new building on Washington Street in the 1960s. The Cedar Falls Trust and Savings Bank (Map #34) replaced an older automobile garage. Several other newer banks built new buildings on Washington Street as well, replacing the Amory building and several historic homes. Also in 1962, many medical professionals moved out of traditional second-story Main Street offices to the new Professional Associates Building on Washington Street (Map #22). The law firm of Diemer & Co. built a new office on Washington Street. Even City Hall, located on West Third Street since 1893, moved to larger modern quarters on the east side of Clay Street in 1966 (Map #4), a project that removed several historic houses in the process. On the east side of the 300-block of Washington, all historic buildings, including the old city hall, were removed to create more downtown parking (Sanborn Map 1926-1956).



Figure 30. The Parkade was a Main Street renovation project begun in 1968 and completed in 1970. Intended to make downtown Cedar Falls an attractive and convenient shopping area for both pedestrians and drivers, the Parkade offered curved streets to slow down traffic, asphalt parking bays, decorative sidewalk surfaces, ornamental street lights, flower pots, pedestrian centers, and colorful signage. Source: Cedar Falls Historical Society

The late 1960s urban renewal project – the Downtown Shoppers Parkade – was designed mainly to modernize

and reenergize the business district, but also seems to have been intended to recapture the former community center feeling so fondly remembered by Rita Congdon and many others who had grown up in Cedar Falls before 1960.

Before work could begin, the city first had to move U.S. 218, which by then was routed down Franklin Street to 4th Street to Main Street, then south to 27th on its way to Waterloo. Eventually, the city moved the route from 4th to 6th Street, its last route through town before the bypass was built in the 1990s (*Waterloo Sunday Courier*, July 2, 1967; Morrison 2007).

Figure 31. Blue Room Tavern, formerly the National Bank Building (Map #49), shows a 1958 front remodel. Source: Cedar Falls Historical Society



The Parkade was conceived by the City Planning Commission and designed by Selix and Ritland, landscape architects. The Parkade intended to make downtown Cedar Falls an attractive and convenient shopping area for both pedestrians and drivers, the design included curved streets to slow down traffic, asphalt parking bays, decorative sidewalk surfaces, ornamental street lights, flower pots, pedestrian centers, and colorful signage (Parkade brochure 1970) (**Figure 30**). As the project neared completion, Mayor William McKinley urged businesses along Main Street to remodel their building fronts: “The city has taken steps – along with property owners – to beautify the public portions of the parkade,” Mayor William McKinley said. “Now it is up to the property owners to take the next step to beautify their own buildings” (*Waterloo Sunday Courier*, January 26, 1969). The Parkade project spanned two years, and was completed and dedicated in 1970. Shortly thereafter, the mill race was filled in to make way for the relocation of the business route of U.S. Highway 20 along 1st Street. The completion of the Parkade and the loss of the mill race redefined the landscape of Downtown Cedar Falls, making it into the more pedestrian friendly shopping area that it continues to be today.

Architecture of Downtown Cedar Falls

Downtown Cedar Falls is comprised mainly of late-nineteenth and early to mid-twentieth-century commercial architecture, with a number of late-nineteenth and early twentieth-century houses and modern infill commercial buildings surrounding the historic Main Street business core. Most of the historic commercial buildings are of the commercial “Main Street” type, that is, one, two, and sometimes three-story single and double storefront masonry buildings, many with simple commercial motifs and others with an array of dentils, rosettes, columns, quoins, brackets, pediments, and window hoods. Stylish embellishments of these buildings can be seen in cast-iron storefront details, elaborate metal cornices, decorative brickwork, and stone and terra cotta trim. More than a few display distinctive architectural styles, including Italianate, Second Empire (Figure 32), Colonial Revival (Figure 33), Beaux Arts (Figure 34), Neoclassical Revival, Italian Renaissance, and Prairie style and Classical Revival.



Figure 32. Second Empire style Black Hawk Hotel.
Photo by Jennifer A. Price, October 2014.

Houses in the study area are mainly late nineteenth and early twentieth-century folk-house types (i.e., Gable-front-and-wing; Four Square; Bungalow) or vernacular examples of popular architectural styles (i.e., Italianate, Queen

Anne, Prairie Style, Craftsman) built by Cedar Falls merchants, businessmen, and workers associated with properties in the Downtown Cedar Falls Commercial Historic District. Many of these historic single-family dwellings have been altered, with that converted to multi-unit apartment houses catering to the student population of nearby University of Northern Iowa. Several appear to retain sufficient integrity for eligibility, but need more research: The Queen Anne style Ott House, built by ice cream merchant, William Ott; the Moffitt House, a remarkably intact one-story Folk Victorian cottage built by pioneer county farmer and woolen mill worker William Moffitt; and the Paulger/Belz House, a well preserved Folk Victorian gable-front-and-wing house with a small barn in the back yard. None of these buildings are in original condition, but display varying degrees of alterations.

Figure 33. Colonial Revival style Cotton Theatre, built 1910. Photo by Jennifer A. Price, October 2014

Common decorative details on those buildings built in the late nineteenth century included: pressed tin cornices, some quite elaborate and others more modest in design; pressed tin or cast stone window hood molds; tall, narrow second floor windows; and cast iron or wood-framed glass storefronts. In the early twentieth century, Classical Revival influence became popular with stylistic details now expressed in corbelled brickwork and stone or concrete inserts. Metal-framed plate glass window storefronts replaced older ones during building remodels of this period. The brick used in the early to mid twentieth century was also more yellowish or buff in color reflecting in part changing tastes but also the source of the bricks being used.



Building Materials

Masonry - Brick and Cement Block

Before the arrival of a railroad in any given area, any bricks used to construct the walls of a commercial building or the foundation under a wooden one, were hand-pressed into molds, sun dried, and fired in small numbers near the construction site. Once the railroad came through, builders had access to mass-produced bricks from regional brick and tile manufacturers located elsewhere in Iowa and in other states. Brick, whether hand made or mass-produced, constitutes the material used in the majority of Iowa Main Street commercial buildings. Storefronts and corner buildings often were faced with a finer decorative brick, while common soft, red bricks were used in the side walls. Decorative face brick could be produced in a wide range of colors, from dark reds and browns to contrasting tans and yellows. From the 1910s through 30s, extruded bricks produced by Midwest brick and tile manufacturers were raked or brushed while soft to produce a variety of surface patterns (Nash 2002:15).



Figure 34. The I.O.O.F. Block, built in 1901, made use of locally made bricks from the Cedar Falls Brick and Tile Co., and had its buff-colored face brick shipped from the Hydraulic Brick Company in St. Louis. Photo by Jennifer A. Price, October 2014

As previously described, major fires and forward-thinking property owners helped transform downtown Cedar Falls from an early wood false-front town to a stylish brick commercial center. Convenient railroad facilities made lumber easily available, but also pressed face brick, cut stone, cast iron, and other materials for architectural adornment available for the masonry commercial buildings built on Main Street. “Brick and

stone could now be hauled in by the railroad from distant locations. These bricks were mass produced, more uniform in size and quality, and were made of clays extracted in Ohio and other distant states. Dressed stone from Indiana and pink Sioux Quartzite from southwest Minnesota were among the options that could be incorporated as easily in a new bank in Rock Rapids, in the northwest corner of the state, as one in New London in southeast Iowa” (Nash 2002:3). The buildings built in the late nineteenth century generally used more reddish or reddish-orange bricks, suggesting sources closer to town or in the region. The local brickmaker for decades in Cedar Falls was Daniel Wild, who operated a brickyard from around 1860 until the late 1890s, after which the Cedar Falls Brick and Tile Company took over. The buff-colored and more yellowish brick would generally have come from sources outside of the region (Figure 34).

Figure 35. Concrete block storage building (Map #44), built to be Gram Plumbing Shop in 1912, quite possibly made use of Weart-Frisby’s locally produced rough-faced cement blocks. Photo by Jennifer A. Price, October 2014

After 1900, the traditional building materials of stone and brick “increasingly gave way to newer and improved masonry and concrete materials. These included concrete blocks (from about 1900 on), which were cast in molds to produce decorative faced blocks and smooth-faced blocks for hidden building areas. Lightweight cinder blocks were produced after 1917 and hollow concrete blocks were developed to eliminate weight. Between



1900 and 1920, concrete blocks were made, like bricks, more locally using hand-operated metal machines that made single blocks. Foundations and whole buildings of rock-face concrete block that simulated the appearance of stone were fashionable during this period. ‘The early block machines came with a variety of face plates that imitated cobblestone, brick, and ashlar, as well as scrolls, wreaths, and roping. But the most popular face—the one that was standard on all machines of the period 1900-1930—was the rock faced, the rough-cut surface that looked like quarried stone.’⁷ Because there were many manufacturers of the small mold machines at this time, the decorative concrete blocks could vary in size considerably from one machine to the next” (Nash 2002:16). After 1920, local factories, like the one operated by the Weart-Frisby Lumber Co. beginning in 1908 in Cedar Falls (Figure 35), gave way to larger, more centralized operations that could manufacture concrete building blocks in greater numbers and of more standardized quality (*Cedar Falls Globe*, August 27, 1908).

Mail-Order Storefronts: Cast Iron and Galvanized Sheet Metal

In addition to masonry, new fire-resistant materials like cast iron and pressed sheet metal were also widely used in Iowa’s business districts, including that of Cedar Falls. In fact, “no other single material changed the early brick-and-stone face of Iowa’s Main Streets more than manufactured architectural ironwork, especially wrought and cast iron.” Mass-produced cast iron components – including columns and posts, window hoods, cornices, and even entire storefronts – changed the look of Iowa’s commercial districts from simple brick and stone to high Victorian design (Figure 36).



Figure 36. The cast iron storefront components on the upper floor of the Townsend & Knapp Bank Block, built 1870, include its window hoods and prominent bracketed cornice. Photo by Jennifer A. Price, October 2014

Merchants and property owners ordered the “parts” from the trade catalogs of eastern and Midwestern foundries and the orders arrived by rail. The Mesker Bros. Iron Works in St. Louis, Missouri, was one of the largest Midwest manufacturers of cast-iron storefronts and other architectural components, and the company published an annual mail-order catalogue. These products were within easy reach of Cedar Falls builders by using the town’s excellent railroad facilities. The compressive strength of cast iron columns, for instance, replaced the heavier brick columns of the storefront’s ground level, which allowed for more display windows for light and merchandise promotion. Likewise, the better tensile strength of wrought iron and later steel, rolled into long lengths, could replace the short heavy-timber headers that carried the load of brick above, further opening up the front of the store. Working together, cast and wrought iron storefronts could support themselves, independent of the building behind, but could also provide the support for the flooring system of the building too. Full iron fronts, though, were expensive like stone fronts, so the rest of the building was often constructed in brick and wood (Nash 2002:19).

Townpeople everywhere welcomed the addition of cast-iron fronts and components to Main Street “because they were perceived as fireproof, had no construction season to limit their installation, required little skill to bolt together, and, aesthetically, came in almost any style and were easily decorated and painted to the owner’s choice.” Relatively restrained classical lines characterized the early products, but through the 1880s and 1890s, the styles of iron fronts became increasingly more ornate (Nash 2002:20)

⁷ Thomas C. Jester, ed. *Twentieth-Century Building Materials* (Washington, D.C.: National Park Service, U.S. Department of the Interior, 1995), 60.

F. ASSOCIATED PROPERTY TYPES

Property Types found in the Downtown Cedar Falls survey area are: Property Type A: Buildings, Structures, and Sites Associated with Cedar Falls’ Early Town, Mill, and Railroad Development and the subsequent “Lawn City” Era of Downtown Prosperity, 1840s-1920s; and Property Type B: Buildings, Structures, and Sites Associated with Cedar Falls’ Highway and Automobile Era, 1910s-1950s; and Property Type C: Buildings, Structures, and Sites Associated with Mid-Twentieth-Century Development, 1940s-1965. Modern Infill indicates those buildings built within the last 50 years and are thus ineligible for the National Register. Each of the 110 buildings was assigned a typology based on the construction date and/or main historic function of the building within its original local historic context. See “Table 1. Summary of Buildings Evaluated” for each individual building’s local historic typology. The assignment of a property type to a building does not indicate National Register eligibility, but is used instead as a tool for placing a building within a historic context to determine its significance.

The commercial buildings within each of Cedar Falls’ property typologies will generally conform to those typologies and eligibility criteria set forth in the National Register of Historic Places Multiple Property Document, “Iowa’s Main Street Commercial Architecture” (Nash 2002). These are included for review in Appendix C.

Cedar Falls Property Type A	Cedar Falls Property Type B	Cedar Falls Property Type C	Modern Infill
74	7	14	15

Property Type A: Buildings, Structures, and Sites Associated with Cedar Falls’ Early Town, Mill, and Railroad Development and the “Lawn City” Era of Downtown Prosperity, 1850s-1920s

a. Description: The properties associated with this property type are architectural in nature. Archaeological remnants of former buildings from this period may remain intact within vacant lots and parking lots in the downtown district, however, this potential was not evaluated during the current study. The architectural properties that could be associated with Cedar Falls’ Early Town, Mill, and Railroad Development and subsequent “Lawn City” Era of Downtown Prosperity contexts include single to multiple unit commercial buildings primarily built of masonry construction and one to two stories in height. This property type also includes a number of one to two story historic houses – mostly of frame with some brick construction and mostly vernacular examples of architectural styles or folk types with stylish details – built near the downtown commercial district by early Cedar Falls’ families.

Commercial buildings associated with this historic context will generally conform to Property Type III and Property Type V in the Multiple Property Document “Iowa’s Main Street Commercial Architecture” (2002): See Appendix C.

b. Significance: The significance of these properties lies in their association with the Early Town, Mill, and Railroad Development and the “Lawn City” Era of Downtown Prosperity and their reflection of the influence of the mills, railroads, and interurban on patterns of development and on the town’s architecture. These buildings, structures, and sites should have the ability to represent and illuminate these periods in the town’s history. Both historic themes were joined under this one property type because extant buildings representing both time periods are of similar if not identical architectural styles, shapes, and materials. Properties may achieve significance under Criteria A, B, C, or D under this context depending upon the nature and integrity of the structural or archaeological remains. For the purposes of the current study, only

significance under Criterion A (historical), B (significant persons), and/or C (architectural) is considered. Criterion D pertains primarily to archaeological sites.

c. Registration Requirements: For properties associated with the Early Town, Mill, and Railroad Development and the “Lawn City” Era of Downtown Prosperity, integrity is a key issue; however, integrity of location is the least of the issues because none of the buildings within the survey area have been moved and remain at their original locations. The downtown area in general, therefore, retains a high degree of integrity of location. More critical of the integrity issues is integrity of design, materials, feeling, and association, with integrity of setting, location, and workmanship perhaps less critical, but if present, these enhance a property’s overall significance. An important guide for evaluating the integrity of architectural properties, particularly those being considered under Criterion B for their association with the life of a significant person, would be if the associated person would easily recognize the property if he or she was to return today.

Architectural and archaeological sites significant for their association with the Early Town, Mill, and Railroad Development and the “Lawn City” Era of Downtown Prosperity contexts must be able to represent and reflect their association with this period in the town’s development. For architectural properties, the major concern is later modifications and alterations to the structure and to what degree the original components of the structure are still intact and recognizable. Finally, the property, be it architectural or archaeological, must date from or contain evidence dating from, the period of significance for this context, which is considered to extend from 1840s into the 1920s.

Property Type B: Buildings, Structures, and Sites Associated with Cedar Falls Highway and Automobile Era, 1910s-1950s

a. Description: This properties associated with this are primarily architectural in nature. There may be archaeological remnants of former buildings from this period that remain intact within vacant lots and parking lots in the commercial district; however, this potential was not evaluated during the current study. The architectural properties that could be associated with the Automobile Era contexts include single to multiple unit commercial buildings primarily built of masonry construction and being both one to two stories in height.

Commercial buildings associated with this historic context will generally conform to Property Type III, IV, V, and VI in the Multiple Property Document “Iowa’s Main Street Commercial Architecture” (2002): See Appendix C,

b. Significance: The significance of these properties lies in their association with Cedar Falls’ Highway and Automobile Era. These resources reflect the automobile’s influence on Cedar Falls’ economy and development, and particularly emphasizes the effects of the U.S. 218 and U.S. 20 routes through the downtown area, particularly along 1st and Washington Street. Buildings, structures, and sites under this property type should have the ability to represent and illuminate this period of development in the town’s history. Properties may achieve significance under Criteria A, B, C, or D under this context depending upon the nature and integrity of the structural or archaeological remains. For the purposes of the current study, only significance under Criterion A (historical), B (significant persons), and/or C (architectural) is considered. Criterion D pertains primarily to archaeological sites.

c. Registration Requirements: For properties associated with the Highway and Automobile Era, integrity remains a key issue; however, integrity of location is still the least of the issues because none of the buildings within the survey area have been moved and remain in their original locations. The downtown area in general, therefore, retains a high degree of integrity of location. More critical of the integrity issues is

integrity of design, materials, feeling, and association, with integrity of setting, location, and workmanship perhaps less critical, but if present these enhance a property's overall significance.

Architectural and archaeological sites significant for their association with the automobile era and mid-twentieth-century development of Cedar Falls' downtown district must be able to represent and reflect their association with this period in the town's development. For architectural properties, the major concern is later modifications and alterations to the structure and to what degree the changes are considered important because they reflect progressive updates or changing stylistic tastes or are modern and/or have either obscured or removed original components. Finally, the property, be it architectural or archaeological, must date from or contain evidence dating from, the period of significance for this context, which is considered to extend from the 1910s into the 1950s.

Property Type C: Buildings, Structures, and Sites Associated with Mid-Century Development of Downtown Cedar Falls, 1940s-1965

a. Description: The property types associated with this are primarily architectural in nature. There may be archaeological remnants of former buildings from this period that remain intact within vacant lots and parking lots in the commercial district; however, this potential was not evaluated during the current study. The architectural properties that could be associated with the Automobile Era contexts include single to multiple unit commercial buildings primarily built of masonry construction and being both one to two stories in height.

Commercial buildings associated with this historic context will generally conform to Property Type III, IV, V, and VI in the Multiple Property Document "Iowa's Main Street Commercial Architecture" (2002): See Appendix C.

b. Significance: The significance of these properties lies in their association with Cedar Falls' Mid-Twentieth-Century Development. Buildings, structures, and sites under this property type should have the ability to represent and illuminate this period of urban renewal and reinvestment in downtown Cedar Falls. Properties may achieve significance under Criteria A, B, C, or D under this context depending upon the nature and integrity of the structural or archaeological remains. For the purposes of the current study, only significance under Criterion A (historical), B (significant persons), and/or C (architectural) is considered. Criterion D pertains primarily to archaeological sites.

c. Registration Requirements: For properties associated with the Mid-Twentieth-Century Development of the Downtown Cedar Falls district, integrity remains a key issue; however, integrity of location is still the least of the issues because none of the buildings within the commercial district have been moved and remain in their original locations. The district in general, therefore, retains a high degree of integrity of location. More critical of the integrity issues is integrity of design, materials, feeling, and association, with integrity of setting, location, and workmanship perhaps less critical, but if present these enhance a property's overall significance.

Architectural and archaeological sites significant for their association with the mid-twentieth-century development of Cedar Falls' downtown district must be able to represent and reflect their association with this period in the town's history. For architectural properties, the major concern is later modifications and alterations to the structure and to what degree the changes are considered important because they reflect progressive updates or changing stylistic tastes or are modern and/or have either obscured or removed original components. Finally, the property, be it architectural or archaeological, must date from or contain evidence dating from, the period of significance for this context, which is considered to extend from the 1940s into the present day. However, the 50-year cut-off date for consideration of National Register

eligibility is used herein as the termination point for the period of significance for the district as a whole (i.e., 1965).

G. GEOGRAPHICAL DATA

The geographical area for the current study encompasses the historic commercial and partly residential downtown area (as originally platted in 1853) in the City of Cedar Falls, which is located in northwest Black Hawk County in northeastern Iowa. The north boundary of the survey area is 1st Street (a.k.a. U.S. Highway 20); the east boundary is State Street; the south boundary is 6th Street; and the west boundary is Clay Street. Within this boundary are 15 blocks of commercial and residential lots and a total of 110 buildings.

H. SUMMARY OF IDENTIFICATION AND EVALUATION METHODS

Research Design

Goals and Objectives

The primary goal of this project was to survey, identify, and evaluate the properties in an area that encompasses approximately 15 blocks bounded by First Street (North side); Sixth Street (South side); State Street (East side); and Clay Street (West side) in downtown Cedar Falls. The project documented the history and architecture of the buildings in the survey area, and: 1) determined the eligibility and extent of a potential Downtown Cedar Falls Historic District; 2) identified and documented properties that may be individually eligible for the National Register; and 3) identified and documented properties as contributing or non-contributing in the potential historic district.

An additional goal of this project was to provide architectural and historical survey training to local volunteers from the Cedar Falls Historical Society, Friends of Historic Cedar Falls, and interested members of the community, who would be able to participate in the survey/research phase of the project. This was intended to allow the widest possible local audience to learn about the city's historic resources and preservation needs and participate in the documentation and preservation of those resources.

Methods

The project began on July 10, 2014, with a meeting that included the Cedar Falls Historic Preservation Commission, Cedar Falls Main Street, the director of the Cedar Falls Historical Society, and the consultant. During the meeting, the consultant and the project directors (Carol Lilly, Director of Cedar Falls Main Street, and Prof. Tom Connors, Chair of the Cedar Falls Historic Preservation Commission) provided a general introduction to the survey project, and a working timeline for planning a public meeting and training session for volunteers. The meeting included a walk through the survey area and a visit to the historical society. A public meeting and volunteer training session followed on September 2, during which the consultant provided student volunteers with the basics for conducting fieldwork, research, and documentation activities essential to the goals of the project. Most of the volunteers were University of Northern Iowa students enrolled in Prof. Tom Connors' Historic Cedar Falls class for the fall semester.

The field survey took place from September 30-October 1, 2014, during which the consultant, with the assistance of project director Carol Lilly and staff of Cedar Fall Main Street, took photographs and made field notes as needed of the buildings and overall survey area. The consultant also walked through the survey area with project director Tom Connors and his students on a field survey training session. Local research was also conducted on those days, which included the consultant combing through historic photos and

other visual history collections at the Cedar Falls Historical Society. The consultant also conducted research at the State Historical Society of Iowa Library in Iowa City and online, which included Cedar Falls and Waterloo newspapers, census records, city directories, Sanborn Fire Insurance Maps, historic atlases, and several published histories of Cedar Falls and Black Hawk County.

An Iowa Site Inventory Form was prepared for each building in the survey area, which included documenting its appearance and history, and evaluating its National Register eligibility based on Cedar Falls' specific historic contexts, as well as the historic contexts, typologies, and eligibility criteria set forth in the National Register of Historic Places Multiple Property Document, "Iowa's Main Street Commercial Architecture" (Nash 2002). This document was also used to evaluate the National Register eligibility of the potential Downtown Cedar Falls Commercial Historic District. For their main class project, local history students researched and prepared Iowa Site Inventory forms for each of the buildings in the survey area, all of which were then reviewed and finalized by the consultant. All survey photography and research for historic contexts, as well as a large amount of building research, was conducted by Jennifer A. Price (Price Preservation Research, Coralville, Iowa), who also authored this report.

Specific Research Questions

The following research questions were formulated for the Cedar Falls study:

1) Patterns and Major Events in Downtown Development: What are the historical patterns of development in Downtown Cedar Falls, including settlement, town creation, and the impact of fires, railroads, and automobiles on the district?

These questions were answered in the various historic contexts of the Downtown Cedar Falls survey area.

2) Physical Features of Development: How did the landscape of Downtown Cedar Falls develop? What are the physical characteristics of the streets, blocks, and lots of the business district? How did local resources and transportation (i.e., railroads and highways) affect choices in building materials, architectural styles, and building types in the development of downtown?

These questions were answered in the development of the historic context contained in this report and on each of the site inventory forms completed for the buildings in Cedar Falls' downtown commercial area.

3) History of Individual Buildings: What were the construction and major remodeling dates of each building? Who were the builders, architects, owners, and tenants of each building? What role, or roles, did each building play in the commercial, social, and civic life of the Cedar Falls community.

When possible, these questions have been answered for each of the buildings included in the survey. Specific information for each building can be found in Table 1. Summary of Buildings Evaluated and in the Site Inventory forms separate from this report.

Evaluation

The initial architectural evaluations were based on the guidelines and criteria set forth by the Department of the Interior for the National Register of Historic Places (National Park Service 1991, 1997). Each building within the study area was evaluated for both individual eligibility for listing in the National Register of Historic Places and contributing or non-contributing status within the identified eligible

commercial district.

Integrity is a key component to any site and is defined as “the ability of a property to convey its significance” and “to retain historic integrity a property will always possess several and usually most of the aspects” of integrity (National Park Service 1993:17). The following table is adapted from Bulletin 26 (ibid.:17-21) and is a summary of the aspects or qualities of integrity:

Location - The place where the historic property was constructed or the place where the historic event occurred. (Historic archaeological sites and districts almost always have integrity of location).

Design - The combination of elements that create the form, plan, space, structure, and style of a property. (Design can be applied to town layouts and plans but for historic archaeological sites generally refers to the patterning of structures, buildings, and discrete activity areas relative to one another. All properties must be able to convey their significance either through the information they contain [Criterion D] or their historical appearance (Criteria A, B, and C).

Setting - The physical environment of a historic property. (This includes elements such as viewsheds, topography, landscapes, vegetation patterns, and man-made features such as fencerows, paths, roadways. Historic archaeology sites can be nominated under Criterion D without integrity of setting if the sites have important information potential; however, an intact setting certainly enhances the ability of the site to convey its significance. For nomination under Criteria A and B, integrity of setting must be able to reflect the appearance of the site during the period of significance and the setting must be integral to the importance of the site or district.)

Materials - The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. (Integrity of materials is important under Criterion C, while under Criteria A and B, the integrity of materials should be considered within the framework of the property’s overall significance. Under Criterion D, integrity of materials is usually reflected in the presence of intrusive artifacts or features, the completeness of an artifact or feature assemblage, or in the quality of artifact or feature preservation.)

Workmanship - The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. (This is most often an issue under Criterion C, with it important under Criteria A and B only if workmanship is tied to the property’s significance. Under Criterion D, workmanship is usually addressed indirectly in terms of the quality of the artifacts or architectural features and may not necessarily be a critical issue to eligibility).

Feeling - A property’s expression of the aesthetic or historic sense of a particular period of time. (A property has integrity of feeling if its features, in combination with its setting, convey a historic sense of the property during its period of significance. Integrity of feeling enhances a property’s ability to convey its significance under all of the criteria).

Association - The direct link between an important historic event or person and a historic property. (Integrity of association is critical under Criteria A and B. In essence, a property retains association if it is the place where the event occurred and is intact enough to convey that relationship to the observer. Under Criterion D, integrity of association is measured in

terms of the strength of the relationship between the site's data and the important research questions from which it can derive its significance.)

Many of these aspects apply to architectural properties, with some distinctions. For example, while it is always preferable to have the significant architectural property at or on its original site, some buildings, such as outbuildings and log cabins, were commonly moved around. Therefore, integrity of location is not always a critical factor, if the property meets other aspects of integrity, such as integrity of design, setting, materials, workmanship, feeling and/or association, and its significance lies in broader historical associations or its own design elements regardless of its specific point of origin or location.

If a site is found to possess sufficient integrity, then the potential significance of the property must be considered. Documenting the significance of a historic property must consider four basic criteria (National Park Service 1991:37, 1993:21-27).

Criterion A - Association with events and broad patterns of events that have made a significant contribution to the broad patterns of our history (i.e., historical significance). To be eligible under this criterion, properties are significant because they demonstrate or reflect important events or patterns of events. Under Criterion A, a property must convey its historic significance. For archaeological sites, they must have well preserved features, artifacts, and intra-site patterning in order to illustrate a specific event or pattern of events important in an area's history. Significance is generally demonstrated through historical research, with archaeological or architectural evidence supporting the linkage.

Criterion B - Association with the lives of an important person or persons significant in our past. These are individuals whose activities are demonstrably important within a local, state, or national historic context. A property must be illustrative of this person's life, rather than commemorative. Under Criterion B, archaeological sites must have excellent preservation of features, artifacts, and spatial relationships. Simply put, integrity for a property eligible under Criterion B means that the person for whom the property is significant in its association would be able to recognize the property if he or she could return today. This is true for architectural properties as well.

Criterion C - Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction (i.e., architectural significance). To meet the integrity requirement of Criterion C, an archaeological property must have remains that are well preserved and clearly illustrate the design and construction of the building or structure. An architectural property would have to retain sufficient integrity of design, materials, workmanship, and feeling.

Criterion D - Information potential (i.e., the ability to yield information important in prehistory or history). This is most commonly applied to archaeological sites, although it does not exclude architectural properties or features. To be eligible under this criterion, a property must have or have had information that can contribute to our understanding of human history or prehistory, and that the information must be considered important.

Architectural Property Evaluations and Recommendations from Current Study

This Intensive Survey and Evaluation of Downtown Cedar Falls was funded by a Certified Local Government (CLG) Grant awarded to the Cedar Falls Historic Preservation Commission and Cedar Falls Main Street in 2014. A total of 110 buildings were inventoried within the project survey area. Of the total 110 properties, 37 had been previously inventoried. All of the properties were evaluated and/or re-evaluated for the current study for contributing or non-contributing status in a commercial district and/or individual eligibility for

listing in the National Register of Historic Places. (See Survey Area Map - Figure 3).

It was determined that a potential National Register-eligible historic district is present in downtown Cedar Falls, encompassing most of the city's historic commercial buildings along and adjacent to Main Street from 1st street to just south of 4th Street. The north boundary is 1st Street (a.k.a. U.S. Highway 20). The west boundary is the alleyway between Main and Washington streets from 1st street to the southwest corner of 407 Main Street (07-00503). The south boundary runs along the south side of 407 Main across to the center of Main, then south to 5th Street, then east along the south side of 422 Main Street (07-00163), then north along the alleyway between Main and State streets, then east along the rear of 115-119 E. 4th Street (07-13401) to its southeast corner. The east boundary begins at the southeast corner of 115-119 E. 4th Street, crosses E. 4th to include 116 E. 4th Street (07-13400), then jogs back west to the alleyway between Main and State and continues north to 1st Street. (See Evaluation Map 2 - **Figure 38**).

The potential Downtown Cedar Falls Commercial Historic District is locally significant and eligible for the National Register of Historic Places under Criteria A and C. Under Criterion A, the potential historic district is associated with the history and development of the Cedar Falls community, specifically for its association with the following local historic contexts: Early Town, Mill, and Railroad Development, 1850s-1880s; The "Lawn City" Era of Downtown Prosperity, 1890s-1920s; Downtown Cedar Falls' Highway and Automobile Era, 1910s-1950; and Mid-Twentieth Century Remodeling and Development, 1940s-1965. Under Criterion C, the district is significant for the overall integrity of its architecture and historic profile. Most of the historic commercial buildings are of the commercial "Main Street" type, that is, one-, two-, and sometimes three-story single and double storefront masonry buildings, many with simple commercial motifs and others with an array of dentils, rosettes, columns, quoins, brackets, pediments, and window hoods. Stylish embellishments of these buildings can be seen in cast-iron storefront details, elaborate metal cornices, decorative brickwork, and stone and terra cotta trim. More than a few display distinctive architectural styles, including Italianate, Second Empire, Colonial Revival, Beaux Arts, Neoclassical Revival, Italian Renaissance, Prairie style, and Classical Revival. The period of significance for the potential Downtown Cedar Falls Commercial Historic District is 1853-1965. The period begins with the platting of the Town of Cedar Falls in 1853, and ends in 1965, which adheres to the National Register 50-year rule for a district to be considered eligible.

The potential Downtown Cedar Falls Commercial Historic District includes 61 late nineteenth and early to mid-twentieth-century commercial buildings, of which 45 are contributing buildings and 16 are non-contributing buildings. Of the 45 contributing buildings, four are already listed in the National Register of Historic Places (i.e., Map #40 - Cotton Theatre; Map #45 - Black Hawk Hotel; Map #46 - Black Hawk Restaurant; and Map #68 - Odd Fellows Building), and three are individually eligible for the National Register, namely Map #86 - Security Trust & Savings Bank (07-00493); Map #107 - Bob's Maid Rite (07-13400); and Map #108 - Rice-Dayton Mfg. Co./Armory (07-13401).

Outside the potential Downtown Cedar Falls Commercial Historic District, the rest of the survey area contains 49 buildings, three of which are individually eligible for the National Register of Historic Places: Map #5 - Knapp-Townsend House/Cedar Falls Woman's Club (07-00128); Map #27 - Cedar Falls Post Office (07-11505); and Map #34 - Cedar Falls Trust & Savings Bank (07-13362). See Evaluation Map 1 Figure 37.

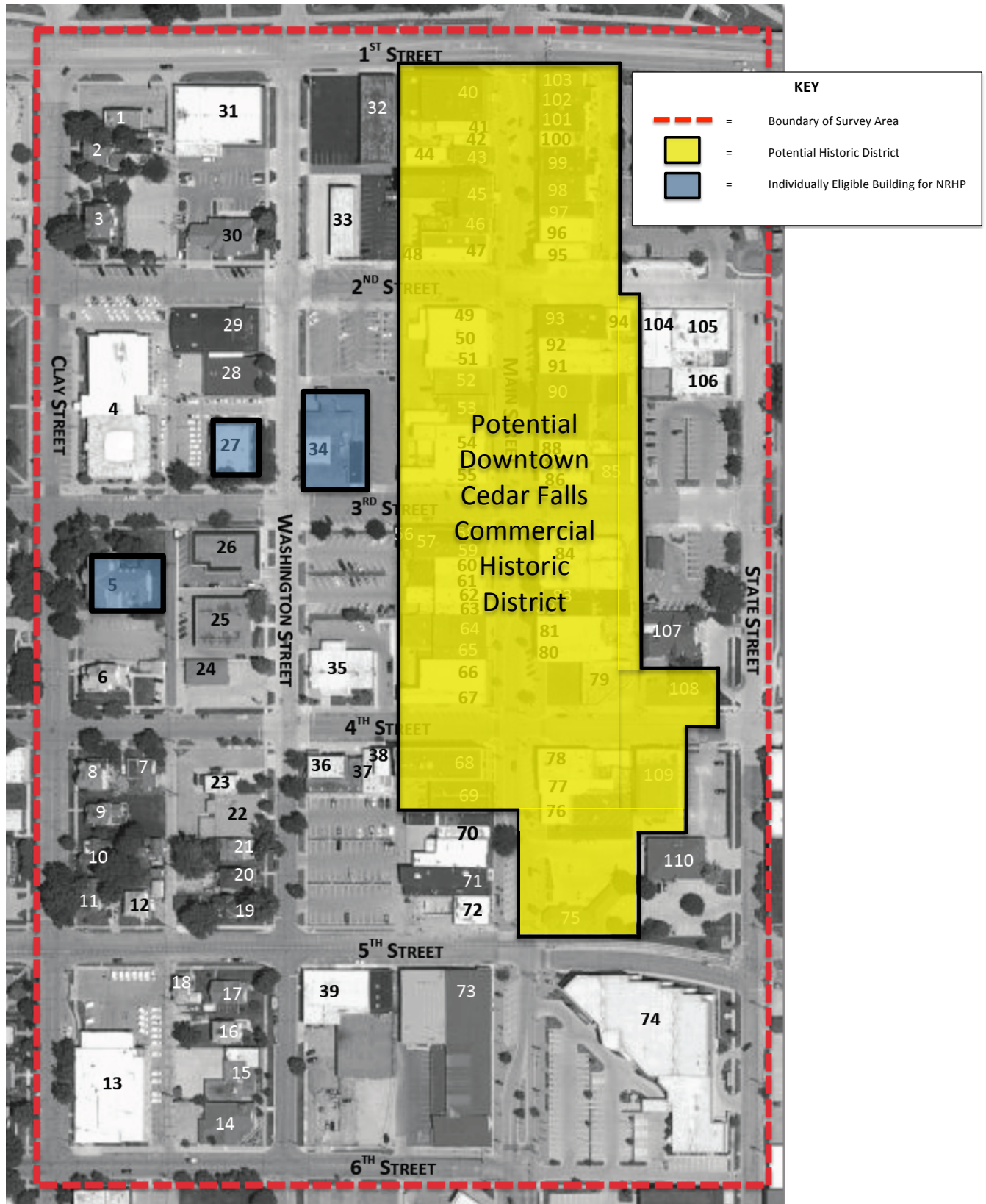


Figure 37. Evaluation Map 1 - Results of survey and evaluation of Downtown Cedar Falls
 Base map: 2013 Imagery / Black Hawk County GIS Mapping

N ↑

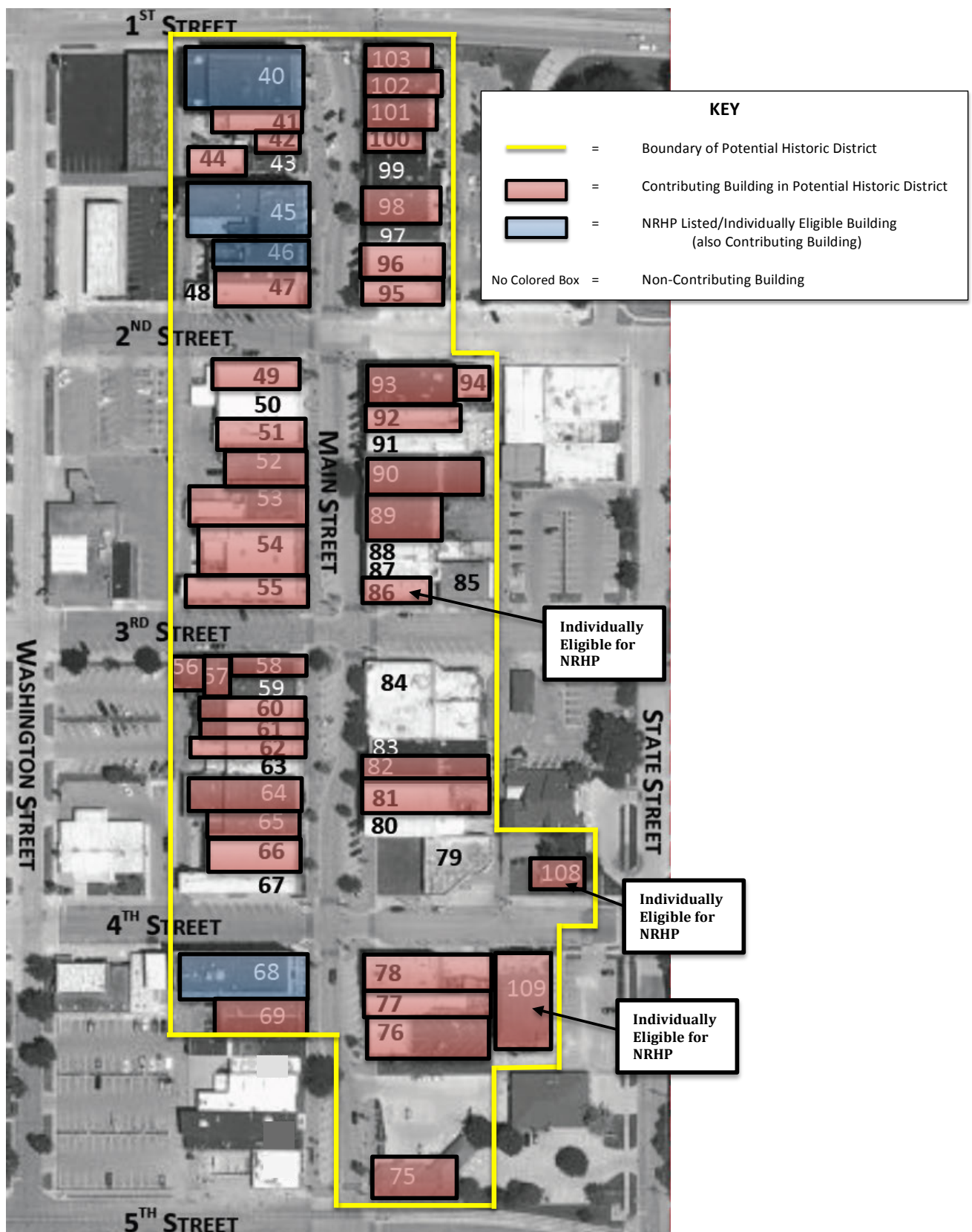


Figure 38. Evaluation Map 2 N↑

Boundaries of potential Downtown Cedar Falls Commercial Historic District and contributing/non-contributing status of each building. Base map: 2013 Imagery / Black Hawk County GIS Mapping

Table 1. Summary of Property Evaluations

*Map numbers correspond to those on Survey Area Map (Figure 3), Evaluation Map 1 (Figure 36), and Evaluation Map 2 (Figure 37)

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
Clay Street and Cross Streets			
1	07-13333 – Standard Service Station, 1932 102 Clay Street 	Property Type B - One-story concrete block gas station heavily altered with newer roof, steel siding, garage doors, and fenestration.	Not Eligible – Outside the Boundaries of the Historic District – No Integrity
2	07-13334 – Tobey Christensen House, 1926 110 Clay Street 	Property Type A – 1½-story bungalow with side-gabled roof and center shed dormer was recently clad in vinyl siding. Currently functions as a business office.	Not Eligible – Outside the Boundaries of the Historic District – No Integrity
3	07-13335 - Frank O. and Frances Jackson House, 1907 223 W 2 nd Street 	Property Type A –Two-story Four-Square Colonial Revival style house designed by Cedar Falls architect Robert L. Garnett features a one-story full-width porch and hipped roof, and some original details, including diamond paned dormer windows. No district possibility, however, and not a significant example of the type to be individually eligible.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible
4	07-13336 - City Hall, 1968 and 2000 220 Clay Street 	Property Type C – Two-story with basement vernacular International style building with exterior architecture constructed largely of poured and cast concrete. Original 1966 building designed by local architect Robert DeVoe has had a large addition built in 2000 on the north side that mirrors the original architecture and materials of the 1966 building and more than doubled its size. The entrance is a large projecting bay of concrete and glass positioned between the older and newer halves.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible
5	07-00128 – Knapp-Townsend House, 1867/Cedar Falls Women’s Club, 1929 224 W 3 rd Street 	Property Type A – Two-story frame Italianate style house designed by Chicago architect A.L. Wheelock and built by local builders Stead & Parker in 1867. In 1929, when the house was purchased by the Cedar Falls Women’s Club, a wing addition was built on the east side.	Individually Eligible for NRHP
6	07-13337 – Abram Wild House, 1897 320 Clay Street 	Property Type A – Large 2½-story Free-Classic Queen Anne house with full-width one-story porch has been converted to apartments and displays with numerous changes, including asbestos siding, altered fenestration, replacement windows, and exterior stairs on each side.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible – Integrity issues

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
7	07-13338 – William C. and Martha Moffitt House, c.1867 218 W 4 th Street 	Property Type A – One-story Folk Victorian cottage with side-gabled roof and flat roof wing shows many original details, including spindlework, decorative window hoods, and brackets.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible
8	07-00154 – Dr. Carl B. Miller House, 1900 224 W 4 th Street 	Property Type A – Large 2½-story Free Classic Queen Anne house with prominent corner tower has been heavily altered and displays numerous exterior alterations (i.e., fenestration, vinyl cladding, etc.) that have negatively affected its integrity.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible -No Integrity
9	07-13339 – Dr. Alexander S. Brodie House, c.1893 410 Clay Street 	Property Type A – Two-story house with hipped roof with cross-gables – probably originally a vernacular Queen Anne style – has been heavily altered with an enclosed porch, vinyl siding, and new fenestration so that it retains no historic identity.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible - No Integrity
10	07-13340 – Leo F. Paulger/Christian Belz House, 1909 (and Outbuildings) 416 Clay Street 	Property Type A – Well maintained 1½-story Folk Victorian Gable-Front-and-Wing house with front porch in the ell. The house appears older than it is, with its wide gable trim, 2/2 double hung sash windows, and turned porch posts with spandrels. The property also includes a small barn that may pre-date the house, and another outbuilding with a saltbox roof.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible
11	07-13341 – Charles W. Snyder House, 1870 (and garage) 422 Clay Street 	Property Type A – This 1 ½-story house is an early Folk Victorian side-gabled house with wing, with a corner entry porch and bay window. It was recently clad in vinyl siding and had newer windows installed, negatively affecting its historic character.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible
12	07-13342 – David R. Onan House, 1907 215 W 5 th Street 	Property Type A – Two-story Four Square frame house with hipped roof. It was converted to apartments some time ago, and displays many alterations, including an enclosed porch and replacement windows.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible - No Integrity
13	07-13343 – Cedar Falls Post Office, 1962 221 W 6 th Street 	Property Type C – One-story early 1960s Contemporary style post office with tan brick and stone veneered exterior and flat roof. Possibility for eligibility under a state-wide Multiple Property Document of post offices of this era.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
Washington Street (West Side) and Cross Streets			
14	07-13344 – Agape Therapy, 1997 519 Washington Street 	Modern Infill – One-story Neo-Eclectic commercial office building with hipped and several cross gables built to house the offices of medical professionals.	Not Eligible – Outside the Boundaries of the Historic District – Under 50 years old
15	07-13345 – M.E. Diemer & Co., 1956/1999 517 Washington Street 	Property Type C – One-story L-shaped red brick veneered office building with a flat roof features several ribbon windows, metal lettered signage, a brick parapet on the north side.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible
16	07-13346 – Case-Coffin House, 1900 509 Washington Street 	Property Type A – Two-story vernacular Queen Anne style house with many alterations to exterior cladding and fenestration, plus conversion to apartments and commercial tax preparation offices. Alterations have affected integrity of historic character and identity.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible - No Integrity
17	0-133477 – Elmer E. Rasmussen House, 1919 503 Washington Street 	Property Type A – One-story vernacular Craftsman bungalow has been recently clad in vinyl siding and newer windows have been installed, alterations which have negatively affected integrity on what may have been a potentially eligible residence.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible
18	07-13348 – Henderson-Martin House, 1898 212 W 5 th Street 	Property Type A – Two-story vernacular Queen Anne style house converted to apartments. Integrity has been negatively affected newer fenestration; replacement windows; exterior stairs on both sides; and what appears to be asbestos siding. Likely that decorative gable detail has been lost.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible - No Integrity
19	07-13349 – William and Emma Ott House, 1906 421 Washington Street 	Property Type A – Two-story vernacular Queen Anne house functions as a two-family townhouse, and is a well preserved example of an early twentieth-century Queen Anne style house built by a downtown Cedar Falls merchant. Detached garage.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible
20	07-13350 – George Jensen House, 1913 419 Washington Street 	Property Type A – Two-story Prairie-style Four Square house with stuccoed exterior and cross-hipped roof with exposed rafters. House has been converted to florist/gift shop. Integrity concerns include enclosed front porch, wooden accessibility ramp, and replacement windows.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
21	07-13351 – Ed Carney House, 1912 415 Washington Street 	Property Type A – Two-story Four Square house, with hipped roof and centered front dormer. House has been converted to apartments. Integrity has been negatively affected with vinyl siding, front porch alterations, and many replacement windows. Concrete block garage at rear.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible
22	07-13352 – Professional Associates Building, 1962 409 Washington Street 	Property Type C – One-story L-shaped concrete block office building with a brick veneered exterior, integrated entry porch, and what appear to be newer fixed windows. When it was completed, many professionals (i.e., dentists, doctors, attorneys, etc.) moved their offices from traditional second-story rooms on Main Street to this building.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible
23	07-13353 – Ballard's Conoco Station, 1953 403 Washington Street 	Property Type B – This 1950s service station has been completely remodeled into a modern office building with nothing original retained.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible - No Integrity
24	07-13354 – Varsity Cleaners, 1970 323 Washington Street 	Modern Infill – This is a modern one-story brick commercial building located on a corner with a wide parking lot accessible from two streets. This building replaced two historic houses on this lot.	Not Eligible – Outside the Boundaries of the Historic District – Under 50 years old
25	07-13355 – Park Manor Apartments, 1967 315 Washington Street 	Modern Infill – Two-story brick-veneered apartment building with a flat roof with widely overhanging eaves. And metal screen panels covering the central entry bay. This building replaced the original Friedley Oldsmobile building.	Not Eligible – Outside the Boundaries of the Historic District – Under 50 years old
26	07-09810 – Cedar Falls Savings and Loan, 1963-64 301 Washington Street 	Property Type C – This early 1960s one-story stone veneer and glass bank building, designed by local architect Robert DeVoe, has been recently remodeled, and along with new divided windows, the originally separate overhanging canopy and parapet have been enclosed and clad in what appears to be synthetic stucco.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible – Integrity issues
27	07-11505 – Cedar Falls Post Office, 1917 217 Washington Street 	Property Type A – Classical Revival post office representing the standardization of federal buildings under the direction of U.S. Treasury Secretary William McAdoo and James Wetmore, supervising architect. Building is clad in light tan face brick with limestone trim, and features inset panels, roundels, fanlights above windows and doors on the main façade, as well as a stone entablature with cornice frieze and architrave, a portion of which has carved swags, and a parapet with partial balustrade. The original granite front entry stairs exist as do the two original pole lights flanking it.	Individually Eligible for the NRHP

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
28	07-13356 – Holst Printing Company, 1923 207-211 Washington Street 	Property Type A - This one-story brick commercial building is enhanced with brick and stone details. The well-scaled window openings relate to its original retail and printing functions. It is a well-preserved and maintained building, although its windows are newer replacements.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible
29	07-13357 – Petersen's Garage and Machine Shop, c.1911 Fogdall Ford Sales and Service remodel, 1957 201 Washington Street 	Property Type B – The façade of this early auto garage and dealership was rebuilt in 1957 with a new brick front structure with banks of windows on both sides and brick veneer cladding. The only reminder of its original appearance (a concrete block machine shop building with a stepped gable front) and function is the barrel vaulted truss roof visible from the 2 nd Street side and rear of the building, although these walls have been clad in the brick veneer as well. All windows are new reflective glass.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible – Integrity issues
30	07-13358 – NXT Bank, 2007 205 W 2 nd Street 	Modern Infill – Recently built bank in a Neo-Eclectic style with a steeply pitched hipped roof and a cross-gabled columned portico.	Not Eligible – Outside the Boundaries of the Historic District – Under 50 years old
31	07-13359 – Cardinal Super-Valu Supermarket, 1957 109 Washington Street 	Property Type C – Example of the one-story free-standing supermarkets being built in the 1950s to accommodate suburban shoppers in automobiles. Utilitarian modern building has lost any distinctive architectural features that conveyed historic identity.	Not Eligible – Outside the Boundaries of the Historic District – Not Individually eligible - No Integrity
Washington Street (East Side) and Cross Streets			
32	07-13360 – Dorfman Goodyear Service Center, 1968 122 W 1 st Street 	Modern Infill – One-story concrete block automobile service and repair garage has a wide glass and metal storefront and a fiberglass pent roof that carries store signage.	Not Eligible – Outside the Boundaries of the Historic District – Under 50 years old
33	07-13361 – Black Hawk Motor Inn, 1976 122 Washington Street 	Modern Infill – Two-story cinder block motel with outside entry rooms, all facing Washington Street. Operated by the Black Hawk Hotel.	Not Eligible – Outside the Boundaries of the Historic District – Under 50 years old
34	07-13362 – Cedar Falls Trust and Savings Bank, 1962 222 Washington Street 	Property Type C – One-story vernacular International Style bank building with ceramic tile cladding and a distinctive triangular ribbon dormer. Drive-through porticos are on the north side and a one-story historic brick building on the east side has been made into a bank addition.	Individually Eligible for the NRHP

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
35	07-13363 – First Federal Savings of Cedar Falls, 1968 123 W 4 th Street 	Property Type C – One-story stand-alone bank building altered and clad in modern materials.	Not Eligible – Outside the Boundaries of the Historic District – Under 50 years old
36	07-13364 – Northwestern Bell Telephone Co., 1929 120-124 W 4 th Street 	Property Type A - This one-story Italian Renaissance style telephone exchange building has a brick exterior and red tile roof. Recently, a stone veneer and glass corner entrance addition was built onto the northwest corner and west façade of the building, along with a red brick veneer addition along the entire south side of the building and the east rear. These additions have negatively affected the historic character of the building.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible – Integrity issues
37	07-13365 – Jacobsen & Jacobsen, 1962 116 W 4 th Street 	Property Type C – This one-story office building has a light red brick veneered façade, newer window and door, and a shingled faux mansard roof that is likely not original.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible – Integrity issues
38	07-13144 – Dr. Frank H. Cutler Block, 1900/Dr. L.K. Knutson, 1955 (new front) 114 W 4 th Street 	Property Type C – This two-story brick commercial building was originally built in 1900. Arched windows, partially infilled, on the east alley side provide architectural evidence of its age. A new front was built in 1955, and though technically a historic remodel, the building's location on the periphery of the district and its newer windows and pent roof negatively affect its potential inclusion and contribution to the historic district.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible – Integrity issues
39	07-13366 – Rasmussen Chevrolet Co., Inc., 1949 508-516 Washington Street 	Property Type B – This one-story automobile dealership building with false front gable, barrel-vaulted steel truss roof, tan face brick, ceramic tile lintels, and glass block windows has a long history as the former Rasmussen Chevrolet Co., Inc., and is a local landmark at this downtown corner. Exterior and interior alterations have left it bereft of historic identity.	Not Eligible - Outside the Boundaries of the Historic District – Not Individually eligible – Integrity issues
Main Street (West Side) and Cross Streets			
40	Cotton Theatre, 1910 103 Main Street 	Property Type A - A three-story Colonial Revival styled theater constructed of brick with stone trim, and a green upper cornice with dentils. It was restored in the early 1990s after having been previously modified in the 1950s. The canopy was replaced in 1984 using the former rod ties to the second floor wall. The main floor lobby windows and doors were restored similar to the original. The interior was restored and rehabilitated. It was listed in the NRHP on 7/23/1993.	NRHP-Listed Contributing in Potential Historic District

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
41	07-13367 – F.N. Chase Grocery, c.1875/ Bundy Monument Co., 1913/Regent Café, 1942 107 Main Street 	Property Type C – Two-story brick commercial building. The second floor façade has been greatly altered – most likely in c. 1945 – with a newer brick veneer cladding and the removal of a prominent oriel window and an original cornice, when it housed the Regent Café. The storefront has been modified with stucco and other newer materials. In the 1950s, the building had spandrel glass including a curved glass window at the entry, all nonextant.	Contributing in Potential Historic District
42	07-13368 – Great Atlantic & Pacific Tea Company (A&P) Grocery, c.1922 109 Main Street 	Property Type A - This one-story building exhibits a vernacular Commercial style, typical of the A&P Tea Company's "Main Street" stores during the late 1910s and 1920s. The storefront has been modernized with newer display windows, and the transom has been covered (or replaced) with a signboard. The upper wall features an original brick and stone patterned panel and a cornice with corbeled brick and a stone cap. Three ice cream cone finials announce the product sold within.	Contributing in Potential Historic District
43	07-00480 – Markussen Building: Busy Bee Cafe and Jens Markussen Barber Shop, 1924 111 Main Street 	Property Type A - This two-story brick commercial building originally had brick walls and piers on the second story that carried down to the sidewalk level. The building was renovated in the mid-1990s, and its historic identity has been lost. The wood sheathing suggests historical features no longer extant, and the painted steel projecting elements above the second story windows are a completely new design. The clock is also a new addition.	Non-Contributing in Potential Historic District – No Integrity
44	07-13369 – Markussen Building/Gram Plumbing Shop, 1912 113 Main Street 	Property Type A – One-story cement block building, originally built by barber Jens Markussen for Bert Gram's plumbing shop, has been recently remodeled for residential use.	Contributing in Potential Historic District
45	Black Hawk Hotel, 1878/Remodeled 1914 115 Main Street 	Property Type A - Built as the Davis House in 1878, and soon after renamed the Burr's Hotel, this four-story brick building designed by Fort Dodge architect A.V. Lambert, displays the Second Empire style with its double-pitched mansard roof and central brick gable dominating its five-ranked façade. The cornice at the top of the third floor has a broad overhang with brackets. Second and third floor paired windows have ornate connecting stone window hoods. In 1914, Burr's Hotel became the Black Hawk Hotel, and the building was remodeled, under direction of architect J.G. Ralston of Waterloo. Original iron balconies were removed, and the main floor remodeled inside and out. The brick piers with stone capitals exhibit a Prairie style influence popular in 1914. The canopy over the entrance is another modification, as is the neon sign on the upper façade. This building was listed in the NRHP on 12/19/2002.	NRHP-Listed Contributing in Potential Historic District

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
46	07-11404 – Townsend & Knapp Bank Block, 1870 119 Main Street 	Property Type A – This two-story brick commercial building has an updated storefront and original Italianate details on the second story, including three tall windows with ornate hoods, geometric pilasters at each endwall, and a cornice with brackets at each end and modillions and dentils between them. The original round-arched storefront fenestration has been removed and a 1950s aluminum and glass storefront installed. This building was listed in the NRHP along with the Black Hawk Hotel on 12/19/2002.	NRHP-Listed Contributing in Potential Historic District
47	07-00483 – White Block/Post Office, 1899 123-125 Main Street 	Property Type A - This two-story double storefront corner block with a mostly unified second floor, including stone bandcourses at window heads and sill, a centered name block ("WHITE BLOCK"), and a metal cornice, the top of which has been removed. The 2 nd Street façade has a simpler brick cornice. 123 Main Street retains its original storefront of wood and glass, a cast iron column, original glass transom, and upper oriel window. 125 Main Street has a 1950s storefront of aluminum and glass, receding at an angle, although the corner post is likely original. First floor fenestration on the 2 nd street side has been infilled. All windows on the second floor appear to be replacements. The brick and stone arched doorway to the second floor is original.	Contributing in Potential Historic District
48	07-13370 – Davis Jewelry/Mac's Sport Shop, c.1925 111 W 2 nd Street 	Property Type A – Small one-story brick commercial building has a completely remodeled façade, including new brick veneer, fenestration, and windows.	Non-Contributing in Potential Historic District – No Integrity
49	07-13371 – National Bank Building, 1876/ Blue Room Tavern, 1949/Front remodel, 1958 201 Main Street 	Property Type A and C – This two-story brick commercial building was originally an ornate Italianate style bank with a curved corner storefront with transom, dominant bracketed cornice, and very ornate, metal window hoods. Most of the building's historic detail was removed and upper fenestration reduced, most likely in a 1958 front remodel that gave the building's curved corner a modern, up-to-date look. The long rustic wood surface wall with shingled pent roof on the 2 nd Street was most likely a later addition and should be removed. The brick exterior needs attention and the upper floor walls on 2nd Street have structural problems.	Contributing in Potential Historic District
50	07-00484 – Snyder Block/Post Office/Gazette, 1876 203-205 Main St 	Property Type A – This double storefront building was originally two separate two-story brick commercial buildings with Italianate details, however, they have been unified and completely altered. The storefront is metal and glass and the upper floor is sheathed in a metal slipcover with much reduced window openings. The building has lost all historic identity. If the slipcover is ever removed, the building should be reevaluated for contributing status.	Non-Contributing in Potential Historic District – No Integrity

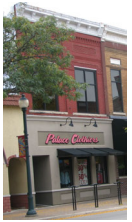
Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
51	07-00488 – Israel’s Clothing, c.1885/New Front, 1917 207 Main St 	Property Type A – One-story brick commercial building has an altered storefront with wood clad walls, reduced fenestration, and a wood sign panel that may or may not cover an original transom. Recessed entry retains an original mosaic tile floor. Upper wall has stone accents and a shaped parapet with a central date block reading “1917.”	Contributing in Potential Historic District
52	07-13372 – Ben Franklin Store, 1962 209 Main St 	Property Type C – This one-story brick building replaced a historic two-story building lost in a fire in 1962. It is a typical 1960s “Main Street” building with tan face brick cladding bulkheads and upper wall, and framing a metal and plate glass storefront. The building seems to retain most of its original appearance, except for a metal canopy and the neon letter signage of the Ben Franklin store across the upper wall.	Contributing in Potential Historic District
53	07-13373 – Miner & Case Block, 1862/Third Floor removed, after 1956 213-215 Main St 	Property Type A and C – Originally a three-story building, the third floor was removed after 1956. During a recent renovation, a metal slipcover on the upper floor was removed and the round-arch brick fenestration was restored. The new windows completely fill the masonry openings. The storefronts are modern in arrangement and cladding materials.	Contributing in Potential Historic District
54	07-11255 – Carpenter Block: Robinson’s Dry Goods, 1908 217-221 Main St 	Property Type A – Two-story triple store commercial block with dark brown face brick and cut stone trim that features a Prairie style influence on the upper story and the use of contrasting wall materials with ornate Prairie Style geometric elements. Decorative elements include the corbelled brick and stone pilasters with cross motif; stone window pediments filled with a centered cross motif and brick and stone brackets/pendants; six paired windows; frieze band featuring pointed arch motif, and a central widely pitched pediment with geometric stone detail. Storefronts have been updated and clad in new materials, but have historically appropriate arrangements of recessed store entries, display windows, and bulkheads. Second story retains nearly all of its original appearance, including four original 3/1 double hung windows.	Contributing in Potential Historic District
55	07-11347 – First National Bank, 1908 223 Main St 	Property Type A – Two-story Neoclassical bank building has been recently restored to close to its original appearance, which features four two-story stone engaged Corinthian columns supporting a full entablature with pediment of brick and stone trim. Storefront and secondary façade main level features new tan brick veneer and new fenestration and tinted windows, but upper floor primary façade casement windows may be original. A two-story addition at the rear has been stuccoed.	Contributing in Potential Historic District

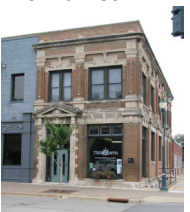
Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
56	07-11512 – Dayton Building, 1897/Lysle Brumbaugh Barber Shop, 1938-c.late 1960s 112 W 3 rd Street 	Property Type A –Two-story brick commercial building reflects the general design character of 301 Main although it is a simplified version. The storefront has been updated with some newer materials, but the original configuration, including recessed storefront, endwalls, transom, and lintel appear to have been retained. The upper floor is largely intact, including the tan face brick exterior with a reddish common brick on the west alley side, fenestration, bandcourse, and pressed metal cornice with modillions and dentils.	Contributing in Potential Historic District
57	07-13374 – Pfeiffer Co. Building, 1887/Cedar Valley Telephone Co. Office, 1900 [110] W 3 rd St 	Property Type A – Two-story brick commercial building has an altered storefront with brick veneer, new fenestration, and a faux half timbering panel over the transom intended to unify this building with an exterior remodel on 301 Main St. The upper portion of this building has an original oriel window and a pressed metal cornice, commercial Queen Anne details it once shared with 303 Main Street (07-13376).	Contributing in Potential Historic District
58	07-13375 – Dayton Block/Robinson’s Dry Goods, 1897 301 Main St 	Property Type A – Two-story polychrome brick commercial building features unique Beaux Arts style details. Upper window transoms are filled with decorative terra cotta panels, a few of which have been lost due to restoration needs. The frieze features a decorative swag band and above is a pressed metal cornice. Most windows appear to be replacements. Enclosed exterior staircase on the long north side is an original feature of the building.	Contributing in Potential Historic District
59	07-13376 – Pfeiffer Co. Building, 1887/Front Remodel, 1968 303 Main St 	Property Type A – Two-story brick commercial building with recently altered storefront and upper floor clad in what appears to be synthetic stucco. Originally an elaborate commercial Queen Anne style building (see 07-13374), in 1968, the upper floor brick exterior was stuccoed and an original stained glass oriel window was replaced with a modern window. Although endwall pilasters and a pressed metal cornice were retained, the building has lost most of its historic identity and character.	Non-Contributing in Potential Historic District – No Integrity
60	07-00494 – Jorgensen Block: J.W. Paterson Shoes, 1899/Storefront redesign, 1971 305 Main St 	Property Type A – Two-story brick commercial building has redesigned storefront with three-arch portico and recessed entry, painted original brick exterior and original fenestration with newer windows on upper floor. Brickwork panel and projecting metal cornice are original.	Contributing in Potential Historic District

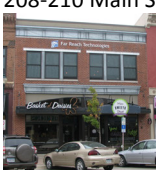
Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
61	07-00495 – Carpenter Bros. Block, 1876/F.L. Snider Grocery, Front remodel, 1930 307 Main St 	Property Type A -This two-story commercial building originally had a stone front unified with 309 Main St. The storefront is altered, and a new front was built in 1930, which included the removal of the cornice and window hoods, new brick veneer cladding with a brickwork panel on the upper wall and a new smaller second-floor fenestration.	Contributing in Potential Historic District
62	07-00496 – Carpenter Bros. Block, 1876/M.N. Sawyer Clothing, 1895 309 Main St 	Property Type A – Two-story brick commercial building with original stone front, formerly unified with 307 Main St. Metal and glass storefront has a recessed entry and the transom has been covered or replaced with a wide signboard. Upper floor retains its three tall window openings with decorative hoods but two openings have been greatly reduced with paneling and very small windows and the central window is blind. A pressed metal cornice is original.	Contributing in Potential Historic District
63	07-00497 – F.N. Chase & Sons Building, 1899 311 Main St 	Property Type A - Two-story brick commercial building has recently altered storefront with recessed entry and newer materials covering or replacing all original features. Upper floor original brick exterior has been clad in stucco, and historically remodeled fenestration has new replacement windows with reimagined window hoods. Only the pressed metal cornice is original.	Non-Contributing in Potential Historic District – No Integrity
64	07-00498 – Wise Block, c.1890/F.W. Woolworth Co., c.1937 315 Main St 	Property Type C – Two-story triple storefront brick commercial building with newer remodeled storefront and gray painted exterior brick. Upper floor has painted original brick exterior with brick pilasters and two endwall pilasters dividing fenestration, which has reduced window openings and newer windows, and a brickwork frieze. Original metal cornice is nonextant.	Contributing in Potential Historic District
65	07-00499 – Williams Block, 1875/Lawn City Bakery, 1932 317 Main St 	Property Type C - Two-story brick commercial building has an altered storefront, including new fenestration and modern cladding. The upper floor displays a historic front remodel of an originally Italianate style brick block. The remodel involved the removal of a metal cornice, new brick veneer with stone (or cast concrete) accents and reduced windows with no decorative hoods.	Contributing in Potential Historic District
66	07-11257 – New Sartori Building, 1899 319-321 Main St 	Property Type C – Two-story double storefront brick commercial building with two altered storefronts and many changes to the upper floor. Originally Late Victorian in style, the building has had many changes over time, including removal of the cornice and two oriel windows (the shapes of these lost windows are seen in the ill-matched brick used to patch the wall). Centered name block (“Sartori”) is extant, as is a decorative brickwork frieze and stone cap. Newer windows with infill panels fill the original openings.	Contributing in Potential Historic District

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
67	07-13377 – Mornin Block: Mornin & Carney Drug Store, 1898/Berg & Berg Rexall Drug Store, 1910s 323 Main St 	Property Type A – Two-story brick commercial building has an altered storefront with new brick veneer, fenestration, and a large pent roof (probably fiberglass) that dominates the primary corner facade. The upper floor shows original features, including brick pilasters and continuous stone sills and contrasting brick continuous “label mold” headers across both facades. Fenestration is original but windows have been reduced with panels with new casement windows installed. Upper wall has brick panel and dentils and corbels along the side. Originally built with no cornice. Endwall pilasters retain original finials.	Non-Contributing in Potential Historic District – Integrity Issues
68	Cedar Falls I.O.O.F. Temple, 1901 401 Main Street 	Property Type A – Architect-designed, three-story brick and stone commercial building and fraternal hall. The façade is divided into three bays by two-story engaged granite columns resting on rusticated limestone bases and topped with stone Ionic capitals and brick piers with finials on the third floor above. Storefront features large windows with ornate stone arches projecting urn shaped keystones and newer tinted glass replacement windows. The second floor has three windows per bay, each with flat lintels in ornate stone detail. The intermediate cornice separating the second and third floors is elaborate in carved stone bands with dentils. The third floor windows are round arches with stone and brick details, with a large central arched window as the focal point. Ornate brickwork on the upper floors features rustication at projecting piers as well as horizontal brick bands at the attic area with its segmentally arched windows. Below that is a stone band at the third floor cornice line.	NRHP-Listed Contributing in Potential Historic District
69	07-00503 – Bruhn Building: Bruhn Meat Market, 1926 407 Main St 	Property Type A – One-story double storefront polychrome brick commercial building has new storefront with new windows and pent roof (probably fiberglass) that may or may not be covering an original transom. Upper wall is largely unadorned except for a brickwork frieze with a central name block (“19 BRUHN 26”).	Contributing in Potential Historic District
70	07-13378 – Law Offices, 1900/1997 411-415 Main St 	Modern Infill – Several historic and modern buildings have been recently unified with a dark brown brick veneer, new fenestration, tinted windows, and pent roofs (probably fiberglass) to create an essentially new office building.	Not Eligible – Outside the Boundaries of the Potential Historic District - Total remodel under 50 years old
71	07-13379 – Glam, 1967/1991/2011 419 Main St 	Modern Infill – One-story commercial building with faux stone veneer houses a restaurant.	Not Eligible – Outside the Boundaries of the Potential Historic District - Under 50 years old

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
72	07-13380 – Café Due, 1967/2011 421 Main St 	Modern Infill – One-story commercial building clad in brick and faux stone veneer.	Not Eligible – Outside the Boundaries of the Potential Historic District - Under 50 years old
73	07-13381 – Farmers State Bank, et al, 2012 515 Main St 	Modern Infill – One-story commercial building with multiple commercial and office space for lease. Large parking lot on south side with drive thru for bank tenant.	Not Eligible – Outside the Boundaries of the Potential Historic District - Under 50 years old
Main Street (East Side) and Cross Streets			
74	07-13382 – Cedar Falls Public Library, 2002 524 Main St 	Modern Infill – This large two-story library recently replaced the city's historic Carnegie Library. The new building and parking lot takes up the entire block.	Not Eligible - Outside the Boundaries of the Potential Historic District - Under 50 years old
75	07-00163 – Burlington, Cedar Rapids & Northern (BCR&N) Railroad Depot, 1887-1888 422 Main St 	Property Type A – This BCR&N Railroad depot (later owned by the Chicago, Rock Island & Pacific Railroad) has been rehabilitated as a bank. Historic features such as the cupola and eyebrow window were removed c.1960, but the rough-faced stone foundation, exterior brick walls, arched multi-paned windows, wide overhanging eaves with large decorative brackets, and a steeply pitched hipped roof are extant. Other changes include white paint on the exterior brick (this may be a historic change), and a modern addition and drive-through portico on the east side. While the depot is not individually eligible for the NRHP due to its missing historic features and its bank drive-through addition, the depot retains sufficient integrity to be a contributing building in the potential historic district. If the bank addition is ever removed, the depot should be reevaluated for individual NR eligibility.	Contributing in the Potential Historic District
76	07-13383 – Packard's Opera House, 1884/Cotton Building (second floor fire damaged), 1948 408-412 Main St 	Property Type C – Formerly a two-story opera house, the building suffered a fire in 1948 that destroyed the second floor, where most of the architectural character was located. Only the storefront level was retained and remodeled. The building has three small storefronts, each of which have been altered variously since 1948. Despite the loss of the opera house identity, this historic remodel contributes to the history of the district.	Contributing in the Potential Historic District
77	07-13384 – Jeffers Building, 1898 406 Main St 	Property Type A – Two-story brick commercial building has updated storefront with original configuration, cast iron posts, and covered transom and lintel. Upper floor has original details, including exterior brick, three round-arch windows, and a pressed metal cornice.	Contributing in the Potential Historic District

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
78	07-13385 – Henry Dahl Furniture, 1908 402 Main St 	Property Type A – Two-story corner commercial building with tan face brick exterior. Original corner entry storefront has been reconfigured and altered with new windows and materials, but a full prism glass transom is extant. Upper floor windows have a continuous sill and header that double as bandcourses. Windows are reflective tinted glass replacements.	Contributing in the Potential Historic District
79	07-13386 – Multauf Tire Shop and Service Station 1949 108 E 4 th St 	Property Type B – One-story, brick on concrete block automobile repair garage has a canted corner façade, tan brick veneer that may not be original, and a new overhead door and windows. No historic identity has been retained.	Non-Contributing in the Potential Historic District – No Integrity
80	07-13387 – Oleson Block: N.C. Oleson Grocery, 1895 318 Main St 	Property Type A – Two-story brick commercial building has been heavily altered and consequently has lost its integrity. The storefront is clad in vinyl and Italianate styling on the upper floor has been removed or severely altered. The hooded windows have been reduced in size with a different colored brick, smaller casement windows have been installed with white shutters, and the decorative cornice has been replaced with a white metal slipcover.	Non-Contributing in the Potential Historic District – No Integrity
81	07-13388 – H.S. Gilkey Block: Brown & Parker Furniture & Undertakers, 1900/Coast-To-Coast Stores, 1946 314-316 Main St 	Property Type A – This two-story brick double storefront commercial building has a completely altered and unified modern storefront clad in a dark brown brick veneer topped with a large awning. The upper floor brickwork is original, and displays a tan face brick surrounded and divided by a dark red brick. The fenestration has been restored to original size, but the large reflective glass windows are new and inappropriate. The upper wall features original stone lintels, a band of terra cotta panels, and a pressed metal cornice.	Contributing in the Potential Historic District
82	07-13389 – McNally Block: W.L. Veatch Photography Studio/Bailey Bros Hardware, 1898 312 Main St 	Property Type A – Two-story brick commercial building. A recently remodeled storefront has been stuccoed and reconfigured with new entry and windows. Upper floor has a painted but original brick exterior with new reflective glass windows. Decorative brickwork and a pressed metal cornice are original features.	Contributing in the Potential Historic District
83	07-13390 – Christensen Bldg/Dalton Hardware, 1960 310 Main St 	Property Type C – This one-story brick commercial building, while attractive, has been completely remodeled and clad in a new stuccoed front that has obscured its historic identity.	Non-Contributing in the Potential Historic District – No Integrity

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
84	07-13391 – Citizens Savings Bank, 1910/First National Bank Cedar Falls, 1963 302 Main St 	Property Type C – This one-story brick commercial building is actually a severe remodeling of a historic Neo-Classical Revival bank building. The second floor was removed and the entire façade clad in new brick veneer with new fenestration. The result appears to be a new building. While technically a “historic remodel,” the building has lost its historic identity and the resulting building is out of character with the rest of the district.	Non-Contributing in the Potential Historic District – No Integrity
85	07-13392 – Cedar River Auto Company, 1914 110 E 3 rd St 	Property Type B – This one-story brick building has an interesting history as one of Cedar Fall’s first taxi services and a unique woman-owned business. Unfortunately it has been altered and modernized with new windows and brick veneer into an office building and has thus lost its historic identity.	Non-Contributing in the Potential Historic District – No Integrity
86	07-00493 – Security Savings Bank, 1908 226 Main St 	Property Type A – Well preserved two-story brick and stone commercial bank building with elaborate Beaux Arts detailing. The stone cornice is surmounted by a simple brick parapet. Below the cornice are stone panels with roundels and below those are stone capitals of the brick pilasters. The ornate window heads are multi-tiered and have keystones connecting with the narrow stone band above. The second floor pilasters rest on stone bases that continue as a stone band below the window sills. The main floor frieze band above the main floor window is especially ornate. The front entry has an elaborate pediment containing sculpture within the tympanum as well as elaborate stone bracket supports, below which are richly detailed entry pilasters. Of special note is the original stained glass transom above the doors. Other windows are replacements. A basement entrance with stairs is on the south side.	Individually Eligible for the NRHP Contributing in the Potential Historic District
87	07-09728 – J. P. Larsen Block (Sartori-Larsen Block) L. O. Heiber Drug Store, 1894 222 Main St 	Property Type A – Two-story brick commercial building was originally part of an Italianate double store block with a pressed metal cornice and window hoods. The façade has been heavily altered in recent years and all these original details have been removed. The original brick has been covered and the windows replaced.	Non-Contributing in the Potential Historic District – No Integrity
88	07-00492 – J. Sartori Block/Sartori-Larsen Block, 1894 222 Main St 	Property Type A - Two-story brick commercial building was originally part of an Italianate double store block with a pressed metal cornice and window hoods. The façade has been heavily altered in recent years and all these original details have been removed. The original brick has been covered and the windows replaced. Two endwall cast iron columns at the storefront level are the only original details visible or extant.	Non-Contributing - in the Potential Historic District - No Integrity

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
89	07-00492 – Juhl Block: Chris Juhl Harness Shop and Masonic Hall, 1911 216-220 Main St 	Property Type A – Two-brick story brown brick triple storefront commercial building. Vernacular Commercial styling is seen in the symmetrical three-ranked façade, with three paired windows each with two light transoms divided by thick brick piers and headers, and brick corbeling at the cornice. All storefronts show alterations, both older and recent.	Contributing in the Potential Historic District
90	07-13153/07-00491 – Union Block, 1887 212-214 Main St 	Property Type A and C – Two-story brick double-storefront commercial building built in the Italianate style, has the original bracketed cornice and half round pediment above containing the name of the building- “UNION BLOCK.” Below that are three stone panels: two name panels (“L.H. SEVERIN” and “M. RODENBACH”) flanking a date panel (“1887”). Both storefronts have been altered, along with the upper floor fenestration. The seven original second floor window openings have been reduced to just three, and those have had their hoods removed and greatly reduced with brick infill. The original cast iron lintel with rosettes is extant, along with two cast iron columns, one at each endwall. Transoms have been replaced with signboards.	Contributing in the Potential Historic District
91	07-13393/07-00490 – MMC Properties Building, 2008 208-210 Main St 	Modern Infill – Two-story modern commercial building built to blend in with other historic Main Street buildings.	Non-Contributing in the Potential Historic District - Under 50 years old
92	07-00487 – Matthias Block, 1872/Remodeled to match Matthias-Woodmen Block, 202-204 Main, 1900 206 Main St 	Property Type A – Two-story brick commercial building built in 1872 had its front remodeled in 1900 to match the two buildings to the north (202-204). The storefront has been recently remodeled with new windows and a fiberglass canopy. The upper floor fenestration is original but windows are new. Above the windows are brick lintels and bands of projecting brickwork and the cornice consists of brickwork corbels. A nameblock (“1900 F. MATTHIAS”) is centered in the frieze between this building and 204 Main next north. Other original features shared with all three buildings (202-206) include a store lintel with rosettes, a stone bandcourse that doubles as a continuous sill for the upper windows, and stone finials.	Contributing in the Potential Historic District
93	07-13394 (07-00485) –Woodmen-Matthias Block, 1900 202-204 Main St 	Property Type A – Two 2-story brick commercial blocks built to be unified architecturally. The south block (204) has a completely altered configuration but retains original cast iron columns. The north corner block (202) has an updated storefront with new windows and relocated entry. Original fenestration on upper floors of both blocks is partially filled in with wood and installed with smaller windows. Other original features shared with all three buildings (202-206)	Contributing in the Potential Historic District

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
		include a store lintel with rosettes, a stone bandcourse that doubles as a continuous sill for the upper windows, and stone finials. A corner turret on the north (202) building was removed probably in the late 1940s.	
94	07-13394 – Wm. Zack Block, 1875/M.J. Holm Tailor Shop and Residence, 1884 109 E 2 nd St 	Property Type A – Two-story dark brownish red brick commercial building with arched window headers on the upper floor and a brick corbeled cornice. The storefront was altered decades ago, and has a newer brick veneer cladding and 3/2 wood-frame windows. On the east side, an exterior staircase to the upper floor has been enclosed in concrete block. The building, while in need of repair and maintenance, is a rare survival of a family-owned Main Street shop and residence.	Contributing in the Potential Historic District
95	07-12179 – Phoenix Block/I.O.O.F. Hall, 1871 128 Main St 	Property Type A – Three-story brick Italianate commercial building, which had around 1950 undergone modernization, in which storefronts were altered with aluminum and glass, and tall upper windows were reduced in size and decorative hoods removed. Unlike its neighbor, the third floor was retained. The building was recently restored close to its original appearance, including the storefront, second floor window openings, and the third floor. The c.1950 storefront was removed and a storefront approximating the original was installed.	Contributing in the Potential Historic District
96	07-11492 –Phoenix Block: Wise & Bryant/Wilson, Miller Dry Goods/Phoenix Hall, 1871 122 Main St 	Property Type A and Type C – This two-story brick Italianate style commercial building was originally a three-story double storefront building with an impressive round-arch pediment that dominated the district. The third floor was removed sometime in the 1960s, before the 1970 Parkade was completed. At that time or later, second-floor window hoods were removed and openings reduced with brick. The storefront was also altered with a wood shingled canopy over the transom. In 2011, the entire façade was restored close to its original appearance, minus the third story. A cornice appropriate for a two-story building was rehabilitated to approximate the original character with a variation in detail.	Contributing in the Potential Historic District
97	07-13395 – Mitze Cleaners, 1917 120 Main St 	Property Type A – Two-story brick commercial building has an altered storefront of aluminum and glass and the upper façade is completely clad in stucco and devoid of original features. The upper windows have been reduced in size and installed with replacements.	Non-Contributing in the Potential Historic District
98	07-13396 – Severin & Price Block, 1873 116-118 Main St 	Property Type A – Two-story brick double storefront commercial block with original storefront details and a unified second story. Both storefronts and the central second floor entry feature cast iron lintel, arched spandrels, and columns with arched glass transoms between. Upper floor includes half-round windows with projecting hoods and	Contributing in the Potential Historic District

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
		keystones, band of brick dentils, and a brick paneled frieze. An original brickwork cornice was removed probably in the late 1940s. Most windows are replacements.	
99	07-13146 – Severin-Sartori Building, c.1868 112-114 Main St 	Property Type A - Originally unified with 110 Main, the storefronts have been completely altered with a tan brick veneer cladding and new fenestration. The second floor arched window hoods have been replaced with horizontal heads and lowered with brick infill that has negatively affected the integrity of the building.	Non-Contributing in the Potential Historic District
100	07-13156 –Severin Building, c.1868 110 Main St 	Property Type A – Once part of a triple storefront business block and unified with 112 and 114, this two-story brick commercial building is the only part that retains most of its original features. The storefront features original arrangement, cast iron columns, and lintel. The upper façade features round-arch windows and hoods with keystones (a recurring theme on this block), and brick dentilled and paneled frieze. A simple brick cornice is nonextant.	Contributing in the Potential Historic District
101	07-00479 – Fellers Block: 106-Peterson’s Restaurant & Pool Hall; 108-Fellers & Hageman Meat Market, 1899 106-108 Main St 	Property Type A – Two-story brick double-storefront commercial block. Rehabilitated storefronts feature original cast iron columns and historic wood and glass arrangements. Upper façade remains unified with pressed brick exterior, ornate brickwork bands, corbels, panels, pilasters, and a continuous “label mold” lintel. The upper floor windows are new but fill the brick openings. The stone bandcourse/common sill differentiates the upper floor from the storefront.	Contributing in the Potential Historic District
102	07-00478 – Severin Bros. Block, 1867 104 Main St 	Property Type A – Two-story brick commercial building with modernized storefront and mostly original upper façade. Upper windows have round-arch hoods with keystones and replacement windows, and a simple brick cornice.	Contributing in the Potential Historic District
103	07-13403 – Severin Bros. Block, 1867/Cox and Sons Grocery, c.1888 102 Main St 	Property Type A – Two-story brick commercial building with a rehabilitated storefront with some original details, including recessed entry, wood bulkheads, cast iron columns and lintel. The upper floor fenestration is intact with projecting round-arch hoods with keystones, and a brick cornice. Windows are replacements. On the north side of the building is a brick retaining wall, built after the neighboring building, 100 Main Street, was torn down around 1962.	Contributing in the Potential Historic District
State Street and Cross Streets			
104	07-00102 – Higby Co. Plant, 1945 115 E 2 nd St 	Property Type C – One-story broad brick manufacturing building, altered storefront with wooden infill and wood shingle pent roof.	Not Eligible - Outside the Boundaries of the Historic District

Map # *	Site No./Historic Name/Build Date(s)/Address	Property Type/Brief Description	Evaluation
105	07-13397 – Congdon Printing Co., 1966 203 State St 	Modern Infill – One-story broad brick/concrete manufacturing building is less than 50 years old and has recent alterations.	Not Eligible - Outside the Boundaries of the Historic District
106	07-13398 – Cedar Falls Mill Company, c.1942 209 State St 	Property Type C – One-story concrete block mill office building has been altered and lost its mill setting and can no longer convey its historic identity.	Not Eligible - Outside the Boundaries of the Historic District – No integrity
107	07-13399 – Taylor Veterinary Hospital, 1981 315 State St 	Modern Infill – Two-story veterinary hospital with retro Tudor Revival styling, including faux half-timbering and a cross-clipped gable roof. A historic one-story building is buried and not visible within this mostly modern building.	Not Eligible - Outside the Boundaries of the Historic District – No Integrity
108	07-13400 – Bob's Maid Rite, 1947 116 E 4 th St 	Property Type B – One-story roadside commercial building with wood-clad exterior and side-gabled roof built as and still operating as a Maid Rite, an 89-year-old Iowa restaurant chain. Wood exterior is painted eye-catching white and red, and vintage neon store and advertising signs adorn the building. This is a landmark in downtown Cedar Falls.	Individually Eligible for the NRHP Contributing in the Potential Historic District
109	07-13401 – Rice-Dayton Mfg. Co./Armory, 1911 115-119 E 4 th St 	Property Type A – Two-story rough-faced concrete block building with a façade clad in tan pressed brick façade above a raised basement level clad in rough-faced concrete block. The façade features vernacular Italian Renaissance Revival details, including the rusticated lower level with smooth brick wall above; two round-arch doorways; and a cornice with a brickwork motif that suggests a roofline balustrade. Windows are simple, punched openings in the brick façade walls as well as the concrete block walls on the side.	Potential Individual Eligibility for the NRHP Contributing in the Potential Historic District
110	07-13402 – Custom Image Embroidery, 2003 415 State St 	Modern Infill – One-story commercial building recently built.	Not Eligible - Outside the Boundaries of the Historic District – Under 50 years old

Figure 39. Evolution of Downtown Cedar Falls Commercial Historic District



View south on Main Street from 1st Street, 1890



View south on Main Street from 1st Street, late 1950s



View south on Main Street from 1st Street, 2014

I. MAJOR BIBLIOGRAPHIC REFERENCES

- "A Destructive Fire!! Seven Buildings Destroyed," *Cedar Falls Gazette*, July 19, 1867.
- "Another Destructive Fire," *Cedar Falls Gazette*, October 13, 1871.
- Andersen, Daryl, Thomas Connors, and Karen Smith. "The History and Architecture of Main Street," Transcript of Public Presentation by Cedar Falls Historic Preservation Commission, 2013.
- Andreas, A.T. *Illustrated Historical Atlas of the State of Iowa*. Chicago: Andreas Atlas Co., 1875. Retrieved in 2014 at David Rumsey Map Collection website: <http://www.davidrumsey.com> - 4/2014.
- Atlas of Black Hawk County, Iowa*. Des Moines: The Iowa Publishing Co., 1910.
- "Business Review of Cedar Falls: The City as It is Today," *Cedar Falls Gazette*, December 18, 1908.
- "Cedar Falls," *Cedar Falls Gazette*, February 12, 1863.
- "Cedar Falls: A Pencil Sketch of the Town," *Cedar Falls Gazette*, August 23, 1878.
- Cedar Falls Centennial, 1852-1952: Historical Souvenir and Official Program*. Cedar Falls: Cedar Falls Centennial Committee, 1952.
- Cedar Falls Historical Society. *Images of Modern America: Cedar Falls*. Charleston, SC: Arcadia Publishing, 2015.
- Cedar Falls Illustrated*, Supplement to the *Cedar Falls Globe*, February 1, 1894.
- Cedar Falls, Iowa, Directory for 1874*. Cedar Falls, Iowa: G.W. Foster, 1874. Obtained at Cedar Falls Historical Society website at <http://www.cfhistory.org/images/1874%20City%20Directory.pdf> - May 2015.
- Collins, Brian C. *Images of America: Cedar Falls, Iowa*. Chicago: Arcadia Publishing, 1998.
- Congdon, Rita Craver. "A Tour of Cedar Falls (As We Knew It in the '50s)," Cedar Falls High School, Class of 1960. Accessed at <http://classof1960.net/reunions/40th/index.shtml> - 1/2015.
- Corley, Val. "Businesses Urged to Remodel Fronts," *Waterloo Sunday Courier*, January 26, 1969.
- "Explosion Sunday Night Wrecks Three Buildings," *Cedar Falls Globe*, August 29, 1907.
- "The Fire Fiend at Work! Terrific Conflagration Overman Block in Ruins!!" *Cedar Falls Gazette*, March 10, 1871.
- Grant, H. Roger, ed. *Iowa Railroads: The Essays of Frank P. Donovan, Jr.* Iowa City: University of Iowa Press, 2000.
- Hall, Bea. "Main Street at Cedar Falls to be Streamlined," *Waterloo Sunday Courier*, September 29, 1946.
- Hancock, Jason. U.S. Highways in Iowa, The Iowa Highways Page. Accessed at <http://iowahighways.org/highways/us218.html> - 1/2015.
- Hartmann, John C., ed. *The History of Black Hawk County, Iowa, and Its People*. Vol. I. Chicago: The S.J. Clarke Publishing Company, 1915.
- History of Black Hawk County, Iowa*. Chicago: Western Historical Company, 1878.
- Huebinger, M. *Huebinger's Map and Guide for Hawkeye Highway: A Dragged Road Across Iowa from Dubuque to Sioux City*. Des Moines: The Iowa Publishing Co., 1912.
- Jandl, H. Ward. *Preservation Brief 11: Rehabilitating Historic Storefronts*. Washington, D.C.: National Park Service, U.S. Department of the Interior, 1982.
- Johnson, C.E. "Cedar Falls: A Sparkling Jewel in a Grand Old Setting," *Cedar Falls Gazette*, August 14, 1896.
- Marinelli, Janet, and Gordon Bock, "Street Scapes through Period Photographs & A Modern Buyer's Guide." *The Old House Journal* (July/August 1988):47-55.
- McAlester, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 2006.
- McNamee, Shanna, "Danish Community," Historical Cedar Falls website. Accessed at <https://sites.google.com/site/historicalcedarfalls/home/categories/danish-community> in 2/2015.
- Melendy, Peter. *Historical Record of Cedar Falls, the Garden City of Iowa*, Cedar Falls, 1893. Reprint, Cedar Falls: Cedar Falls Historical Society/Congdon Printing Company, 1981.
- Morrison, Jeff. *Waterloo-Cedar Falls Highway Chronology, Iowa Highway Ends*, 2007. Accessed at <http://www.iowahighwayends.net/maps/waterloo.html> - 1/2015.

Nash, Jan Olive. "Iowa's Main Street Commercial Architecture." Multiple Property Document, National Register of Historic Places, National Park Service, U.S. Department of the Interior, Washington, D.C., 2002.

National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation. Washington, D.C.: National Register of Historic Places, National Park Service, U.S. Department of the Interior, 1995.

Neverman, Brian. "The Danish Community in Cedar Falls" (March 1990). Cedar Falls Historical Society.

"Our History," The Black Hawk Hotel, Cedar Falls, Iowa. Accessed at <http://www.blackhawk-hotel.com/history.asp> - 1/2015.

Parker, N. Howe. *Iowa As It Is in 1855; A Gazetteer for Citizens and a Hand-book for Immigrants*. Chicago: Keen and Lee, 1855.

Sanborn Fire Insurance Map, Cedar Falls, Black Hawk Co., Iowa, 1885, 1892, 1897, 1900, 1909, 1916, 1926, and 1926 updated to 1956.

"The Railroad Celebration," *Cedar Falls Gazette*, April 12, 1861.

Newspapers

(Accessed at NewspaperArchive.com)

Cedar Falls Gazette, various dates.

Cedar Falls Record, various dates.

Cedar Falls Globe, various dates.

Iowa State Reporter, various dates.

Waterloo Courier, various dates.

Census Records

(Accessed at Ancestry.com)

Federal Census, 1870, 1880, 1900, 1910, 1920, 1930, 1940.

Iowa State Census, 1885, 1905, 1915, 1925.

Industrial Census, 1860, 1870, 1880.

City Directories

Business Directory of Waterloo, Independence, Cedar Falls, Oelwein, Waverly, Manchester. Cedar Rapids: Allied Printing, c.1901.

Polk's Cedar Falls City Directory, 1948. Omaha: R.L. Polk & Co., Publishers, 1948.

Polk's Cedar Falls City Directory, 1959. Kansas City, MO: R.L. Polk & Co., Publishers, 1959.

Websites and Other Media

Historical Cedar Falls website.

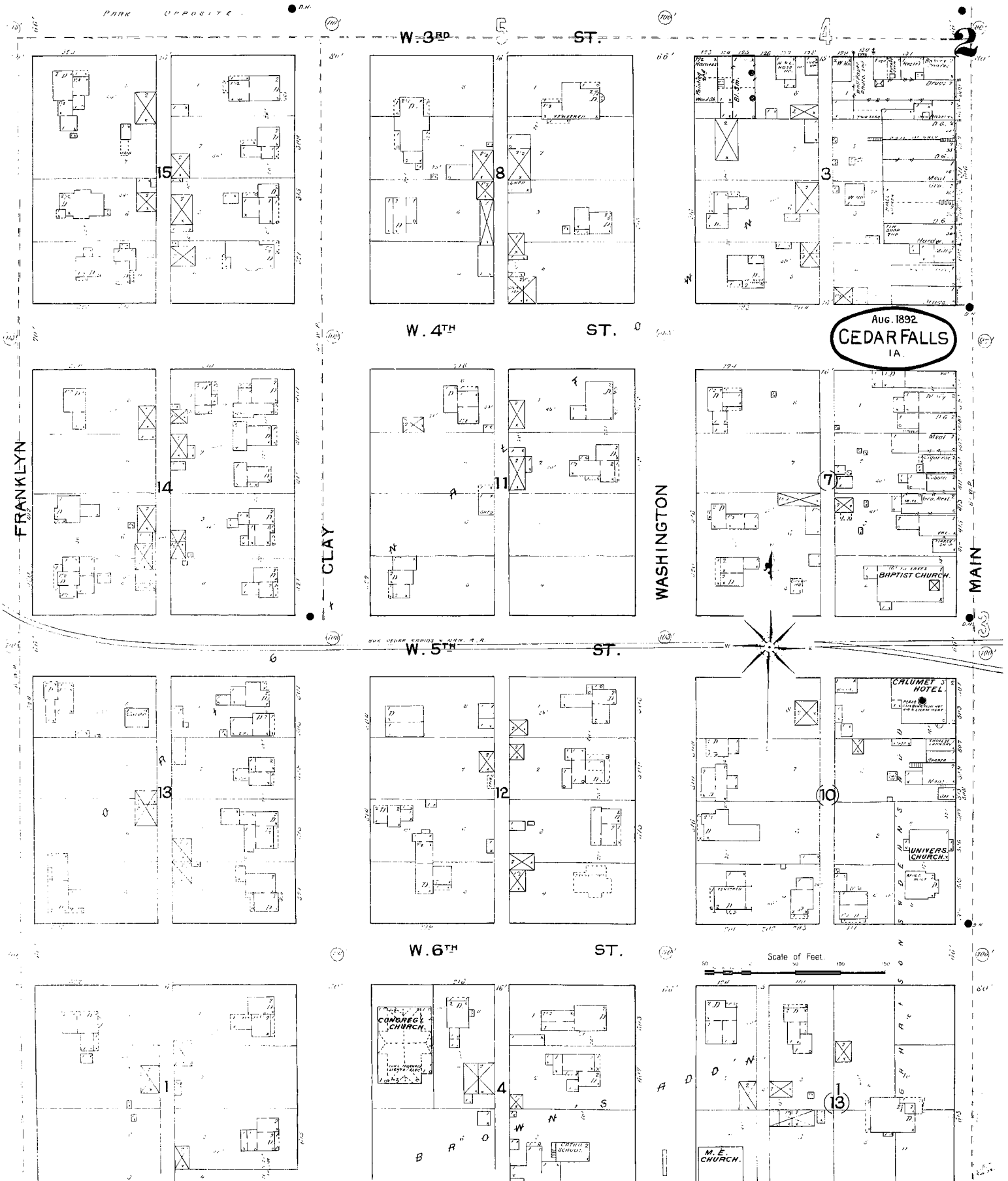
<https://sites.google.com/site/historicalcedarfalls/system/app/pages/subPages?path=/home/categories> - 2015.

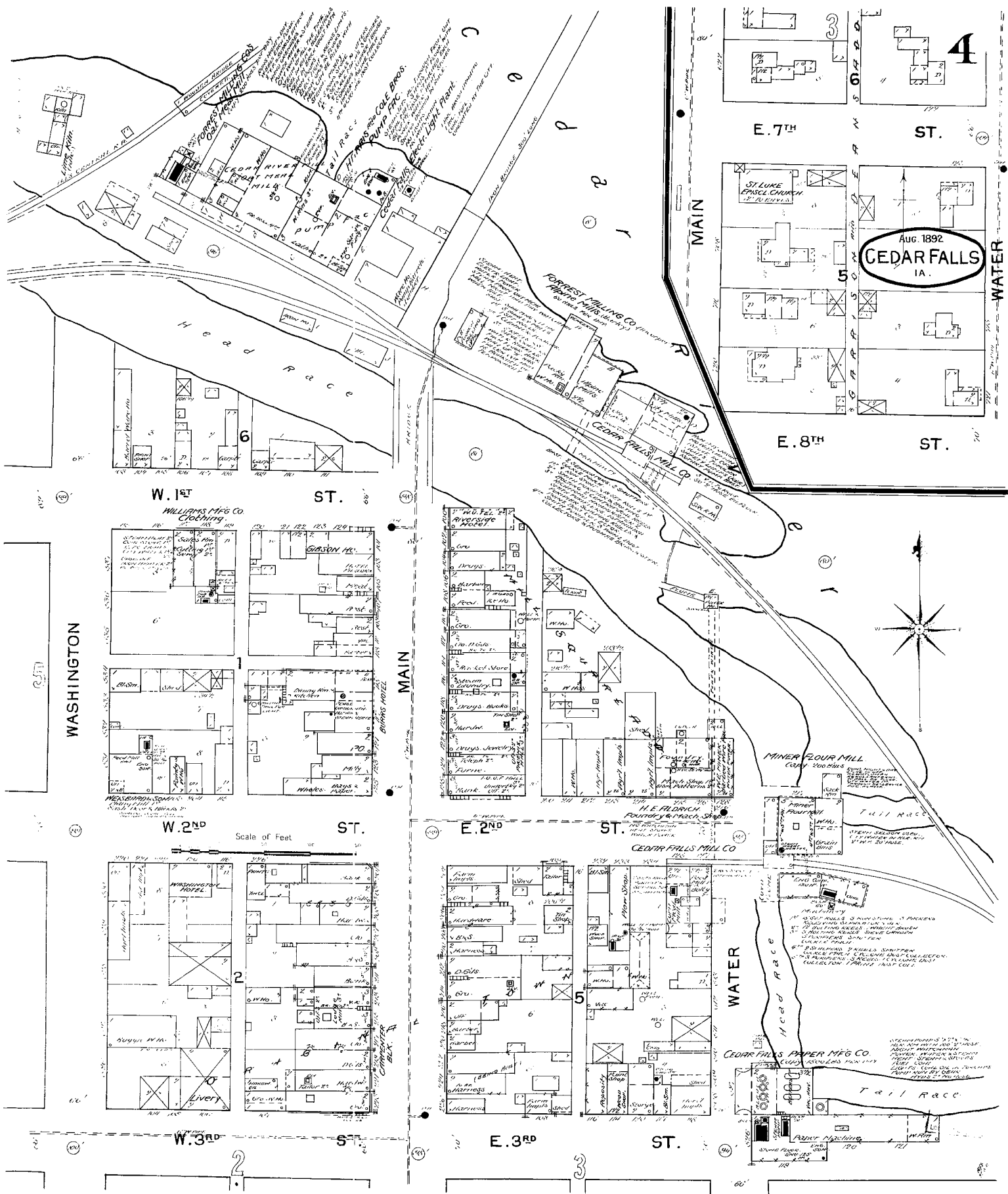
Photograph Collections, Cedar Falls Historical Society, Cedar Falls, Iowa.

Van Cleave, A.W. *Cedar Falls: The City Beautiful/Cedar Falls Views: Consisting of Over 100 Recent Photographs, Made by A.W. Van Cleave, Professional Photographer*. [Cedar Falls]: A.W. Van Cleave, c.1925. Cedar Falls Historical Society, Cedar Falls, Iowa.

APPENDICES

- **APPENDIX A.** Historic Fire Insurance Maps of Cedar Falls, Iowa
 - **APPENDIX B.** Commercial Property Types, from NRHP MPS “Iowa’s Main Street Architecture” (2002)
 - **APPENDIX C.** HADB Form No. 07-108





Aug. 1892
CEDAR FALLS
IA.

WASHINGTON

W. 1ST ST.

ST.

W. 2ND ST.

ST.

W. 3RD ST.

2

E. 2ND ST.

ST.

E. 3RD ST.

ST.

E. 7TH ST.

ST.

E. 8TH ST.

ST.

Scale of Feet

WATER

WATER

THINNING STATION
STANDARD GARDEN
1917 - 1918 - 1919

FEB. 1909
CEDAR FALLS
IA.

CITIZENS GAS & ELEC PLANTS
1st on Washington St. (corner of 1st St.)
2nd on Main St. (corner of 2nd St.)
3rd on State St. (corner of 3rd St.)
4th on Race St. (corner of 4th St.)
5th on Tail Race St. (corner of 5th St.)

CEDAR FALLS MILL CO'S CITY MILL
This mill is the largest of its kind in Iowa. It is a four-story building with a capacity of 100,000 bushels of wheat per year. It is located on the east side of the Cedar River, between the 1st and 2nd streets.

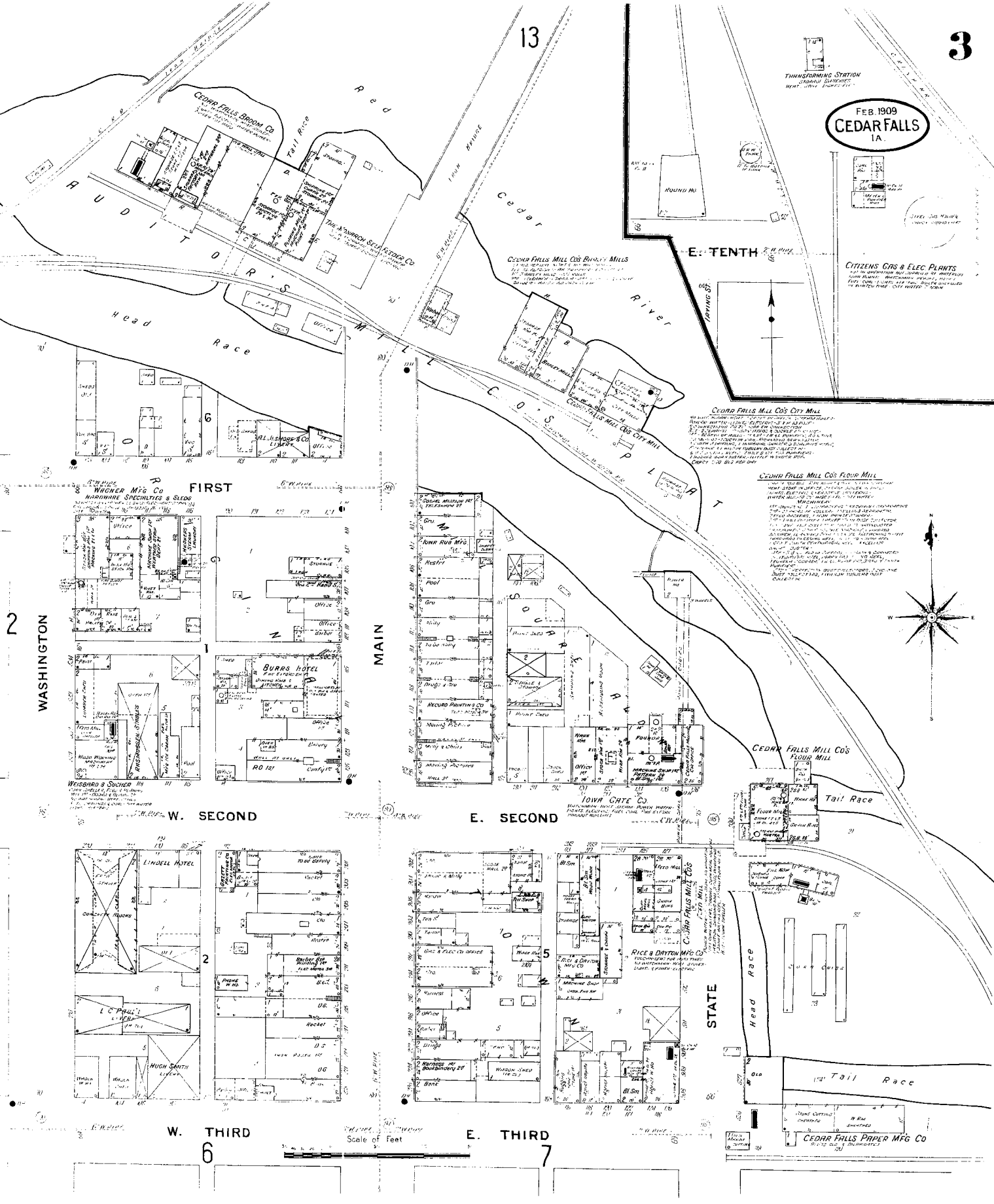
CEDAR FALLS MILL CO'S FLOUR MILL
This mill is a four-story building with a capacity of 100,000 bushels of wheat per year. It is located on the east side of the Cedar River, between the 1st and 2nd streets.

CEDAR FALLS MILL CO'S FLOUR MILL
This mill is a four-story building with a capacity of 100,000 bushels of wheat per year. It is located on the east side of the Cedar River, between the 1st and 2nd streets.

LOWEY CO
This company is a four-story building with a capacity of 100,000 bushels of wheat per year. It is located on the east side of the Cedar River, between the 1st and 2nd streets.

RICE & DAYTON MFG CO
This company is a four-story building with a capacity of 100,000 bushels of wheat per year. It is located on the east side of the Cedar River, between the 1st and 2nd streets.

CEDAR FALLS PAPER MFG CO
This company is a four-story building with a capacity of 100,000 bushels of wheat per year. It is located on the east side of the Cedar River, between the 1st and 2nd streets.



WASHINGTON

MAIN

STATE

W. THIRD

E. THIRD

Scale of Feet

2

W. THIRD

3

FEB 1909
CEDAR FALLS
IA.

6.



W. FOURTH

CLAY

WASHINGTON

MAIN

W. FIFTH

W. SIXTH

Scale of Feet

CONS. CHURCH

BROWN'S

THE ARLINGTON
HOTEL

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

W. L. & S. L. MFG. CO.

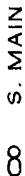
W. L. & S. L. MFG. CO.

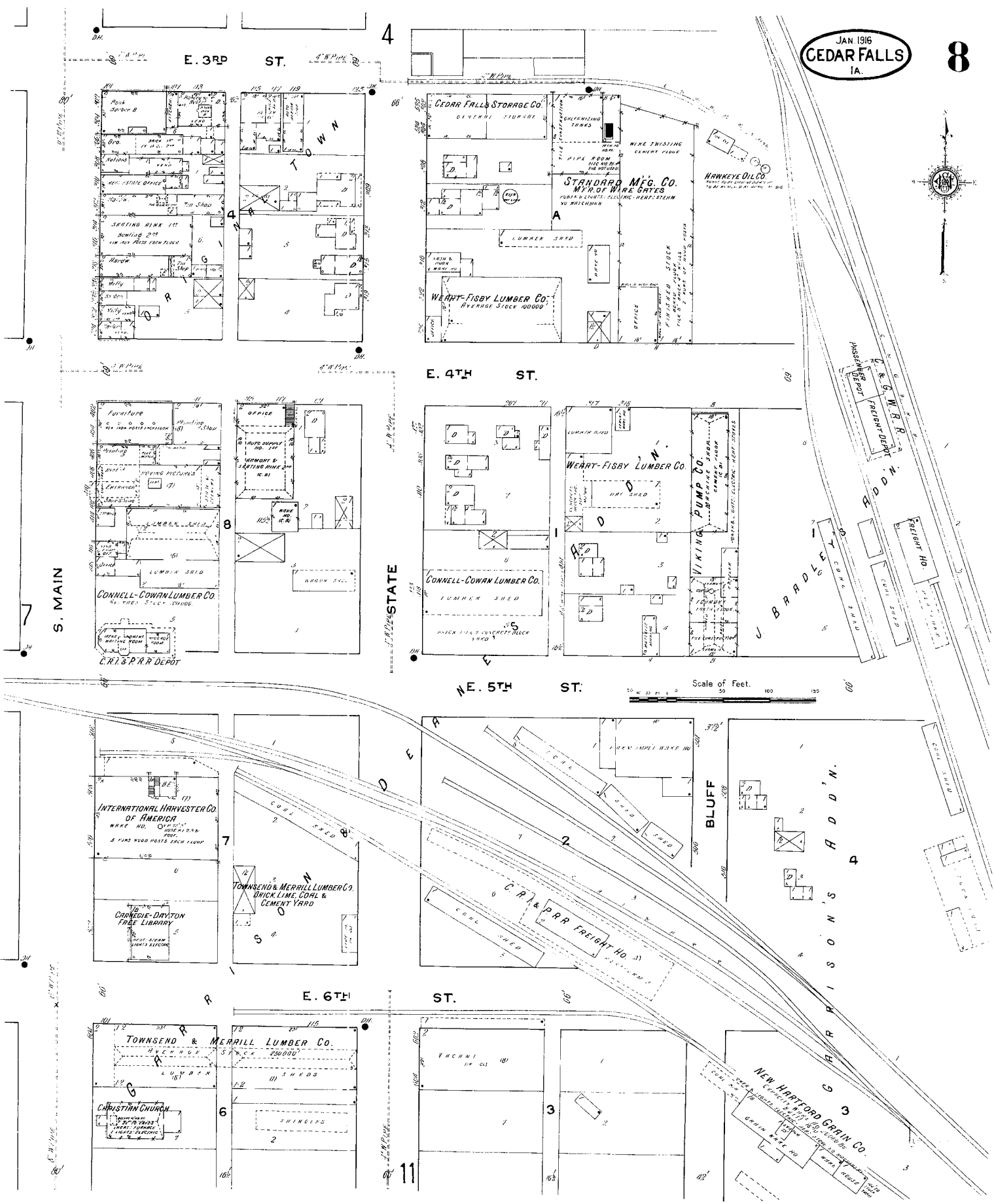
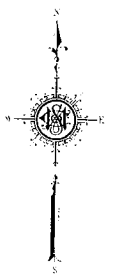
W. L. & S. L. MFG. CO.

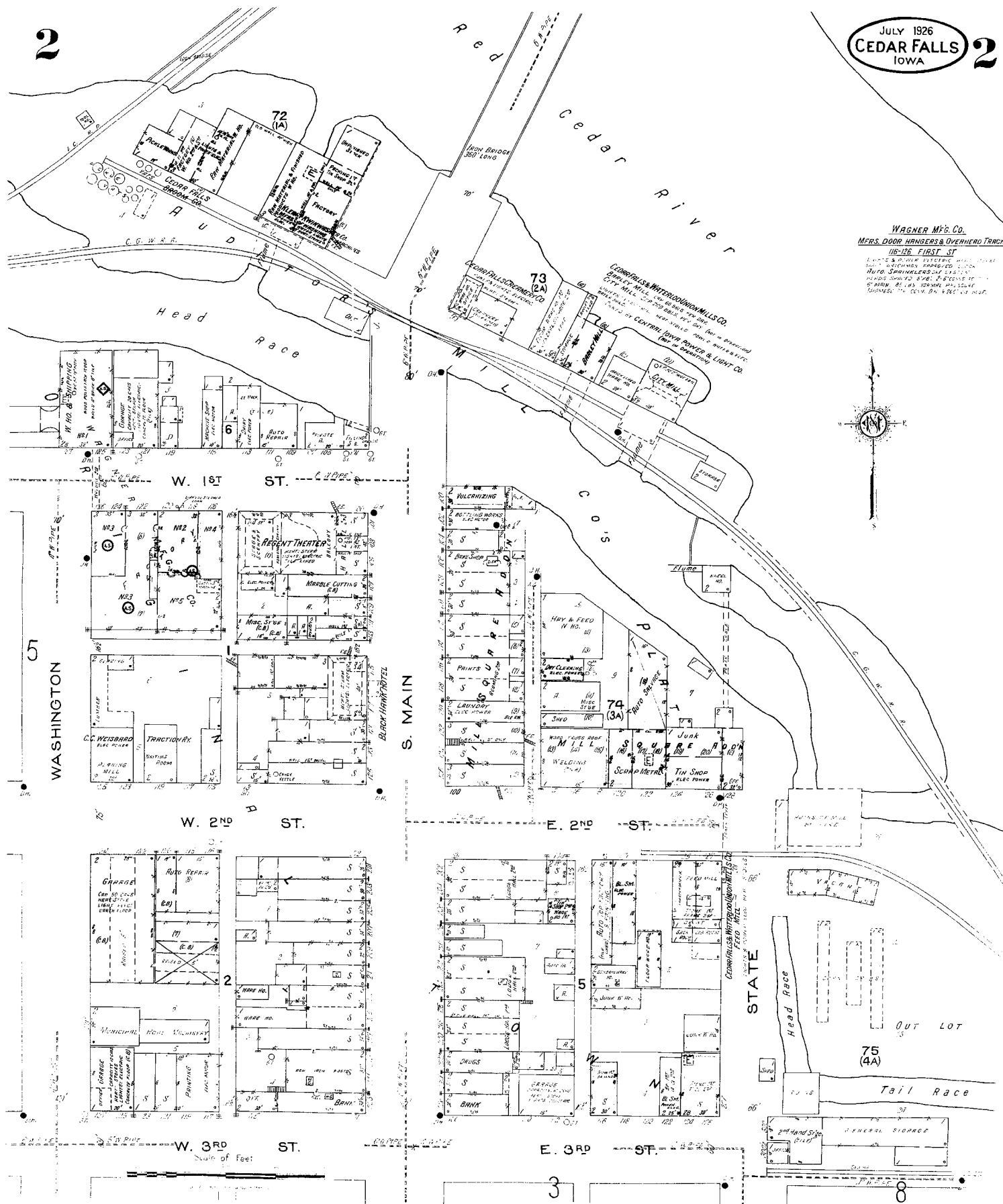
W. L. & S. L. MFG. CO.

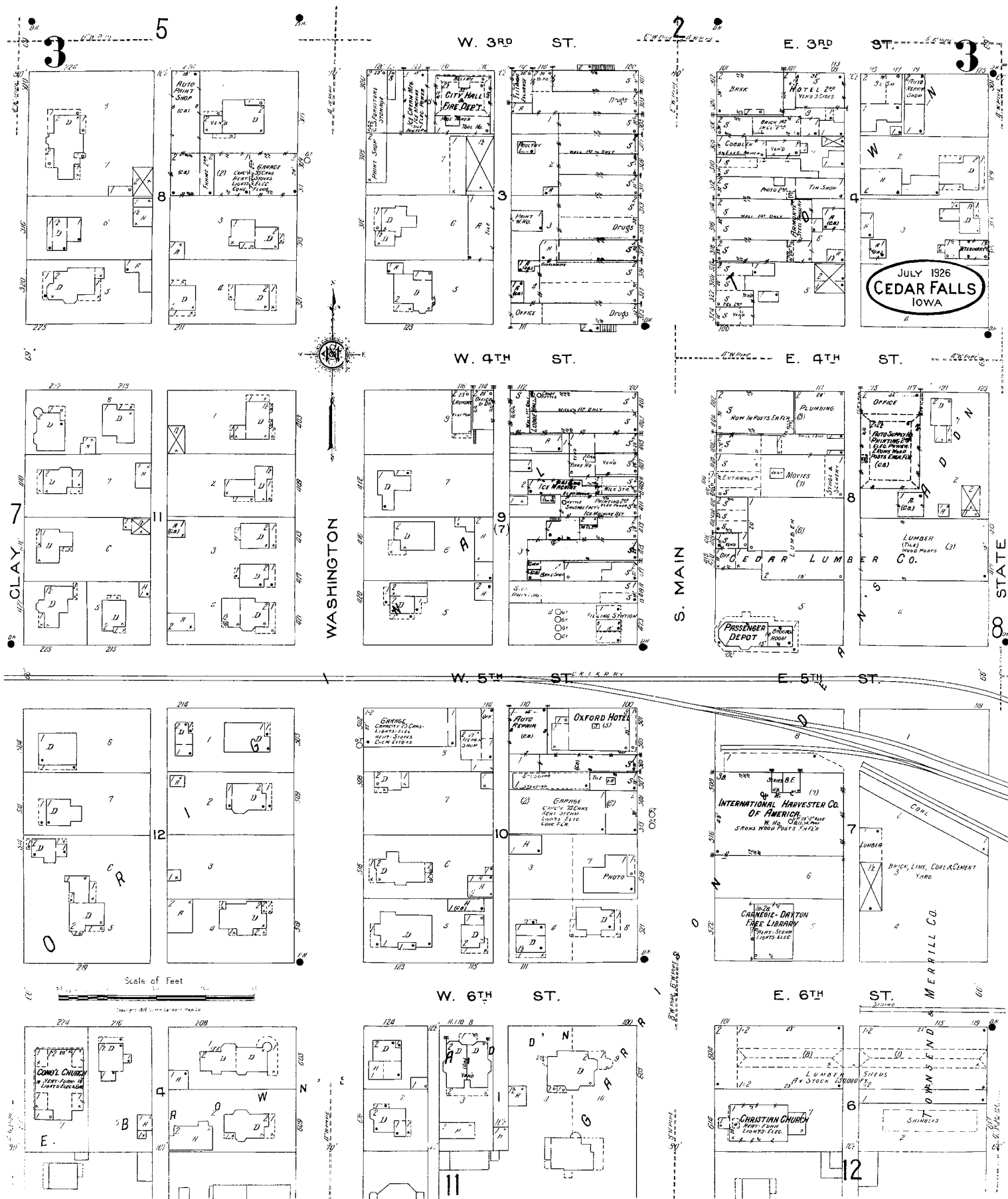
W. L. & S. L. MFG. CO.

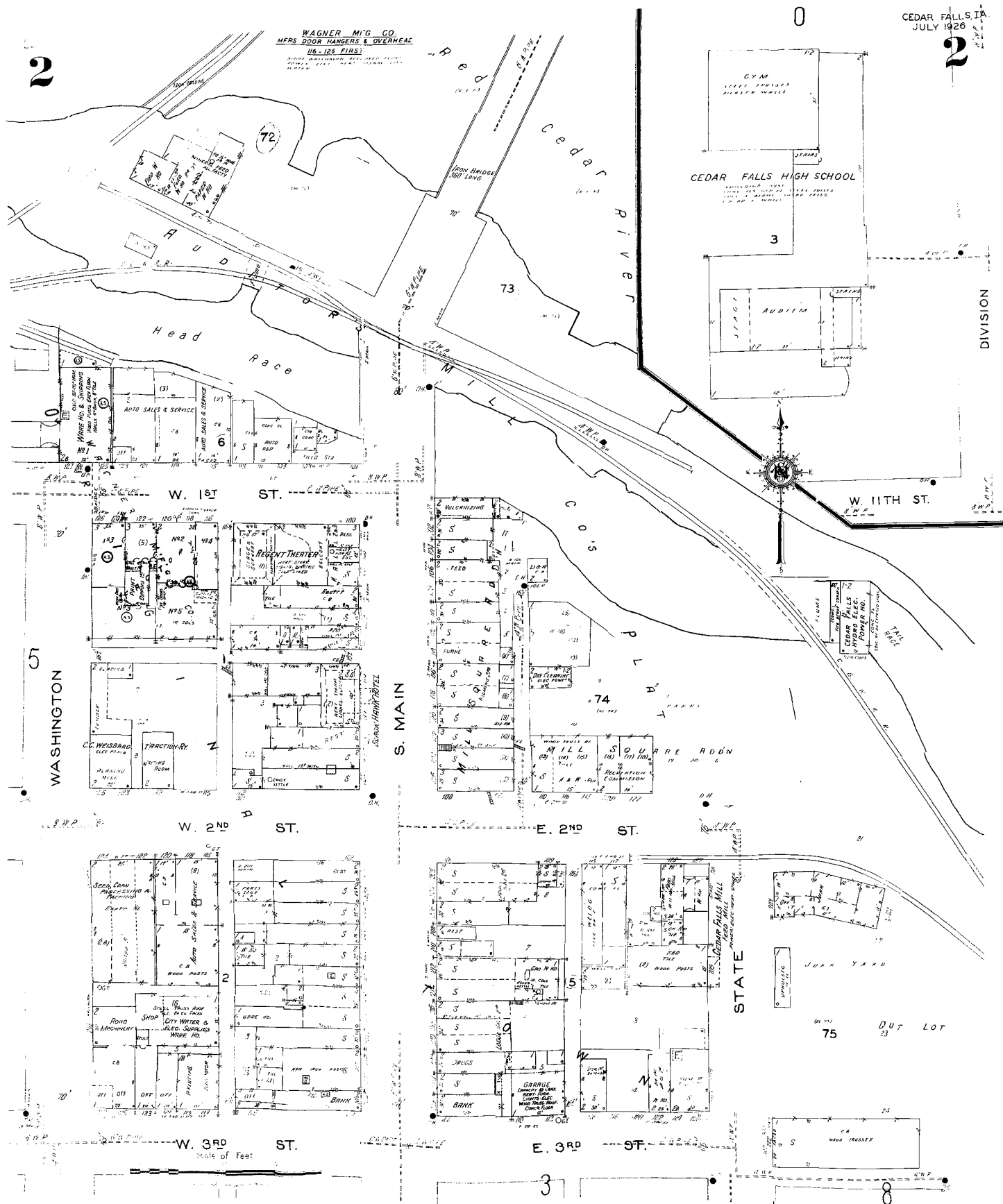
W. L. & S. L. MFG. CO.

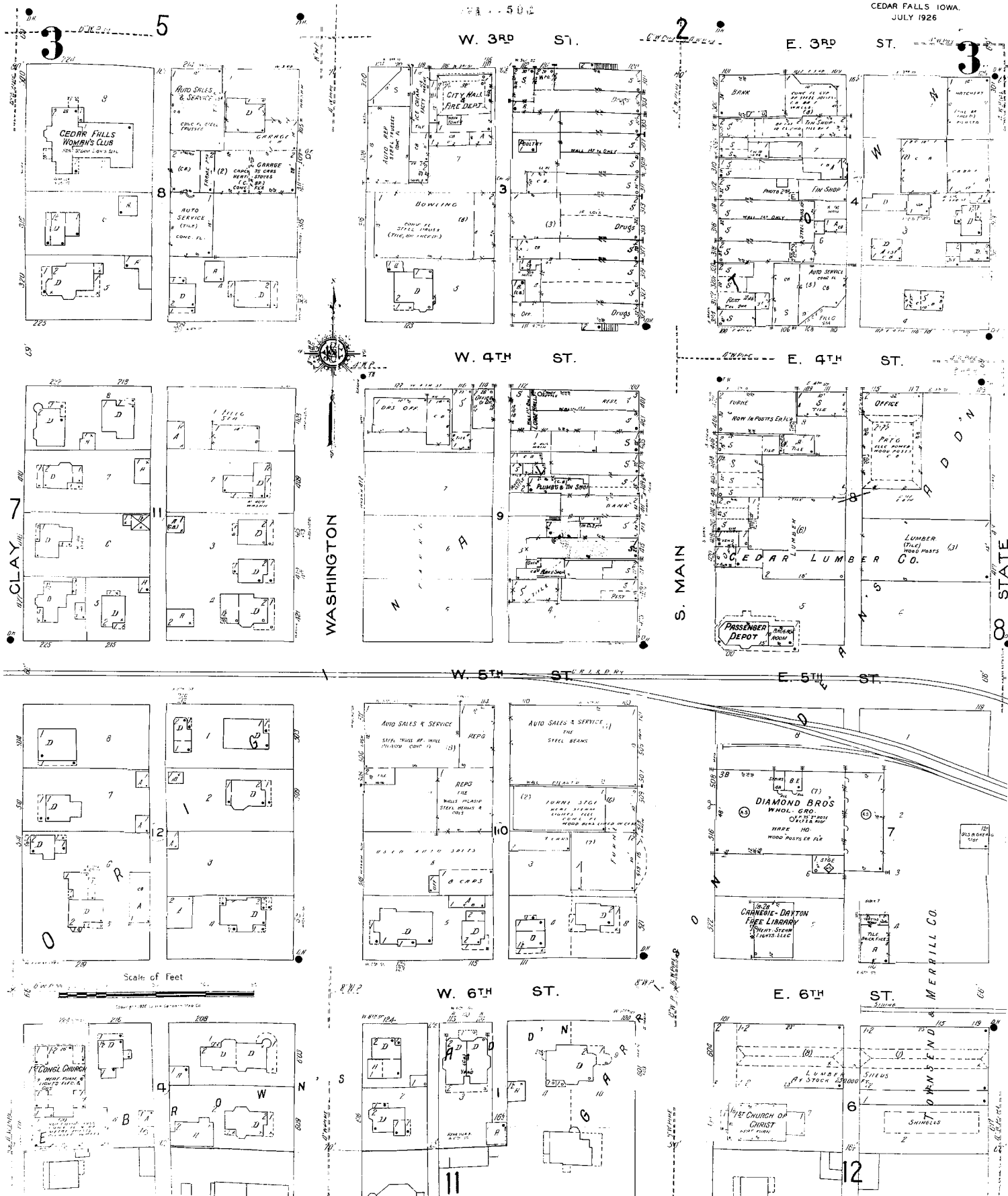


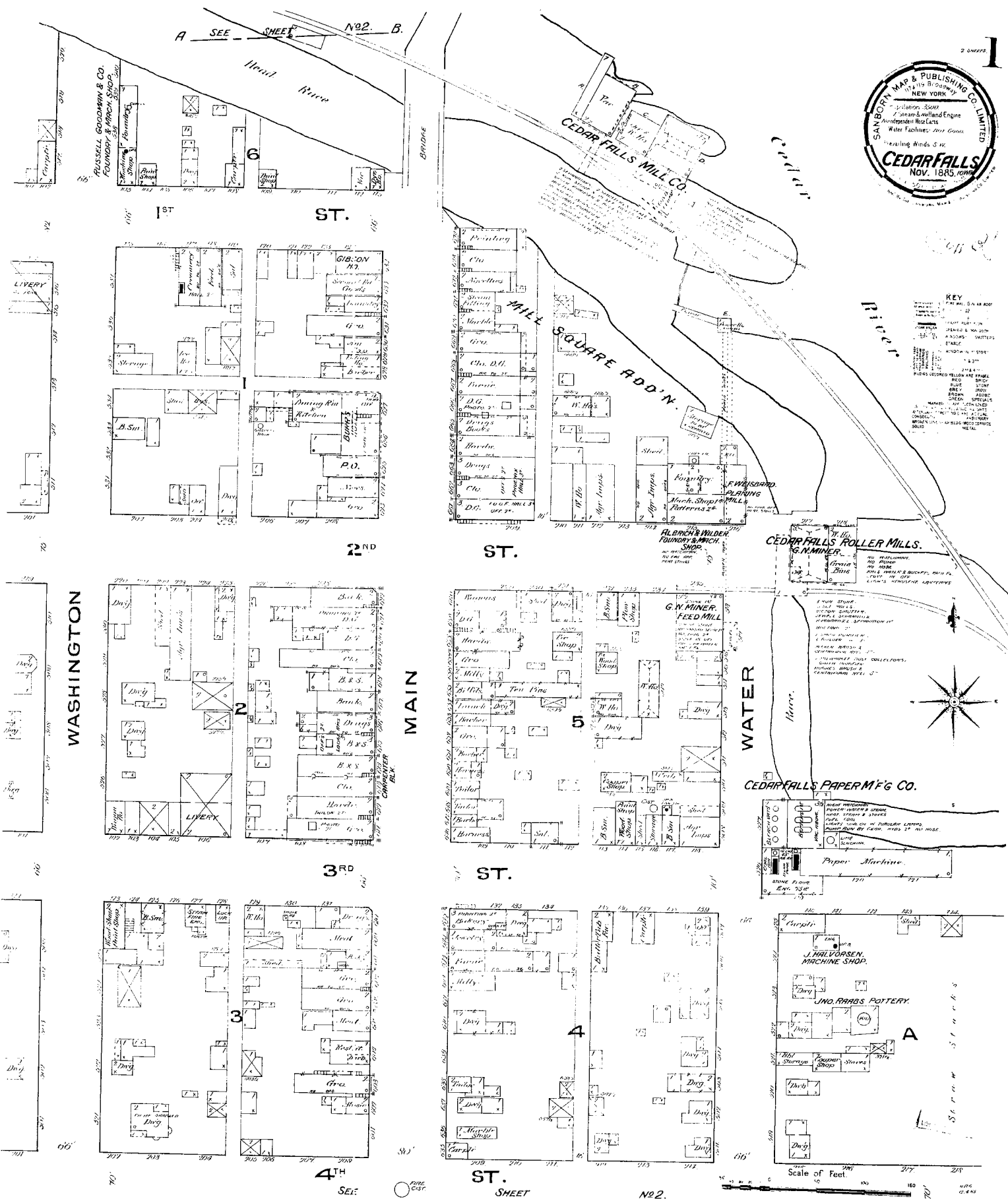


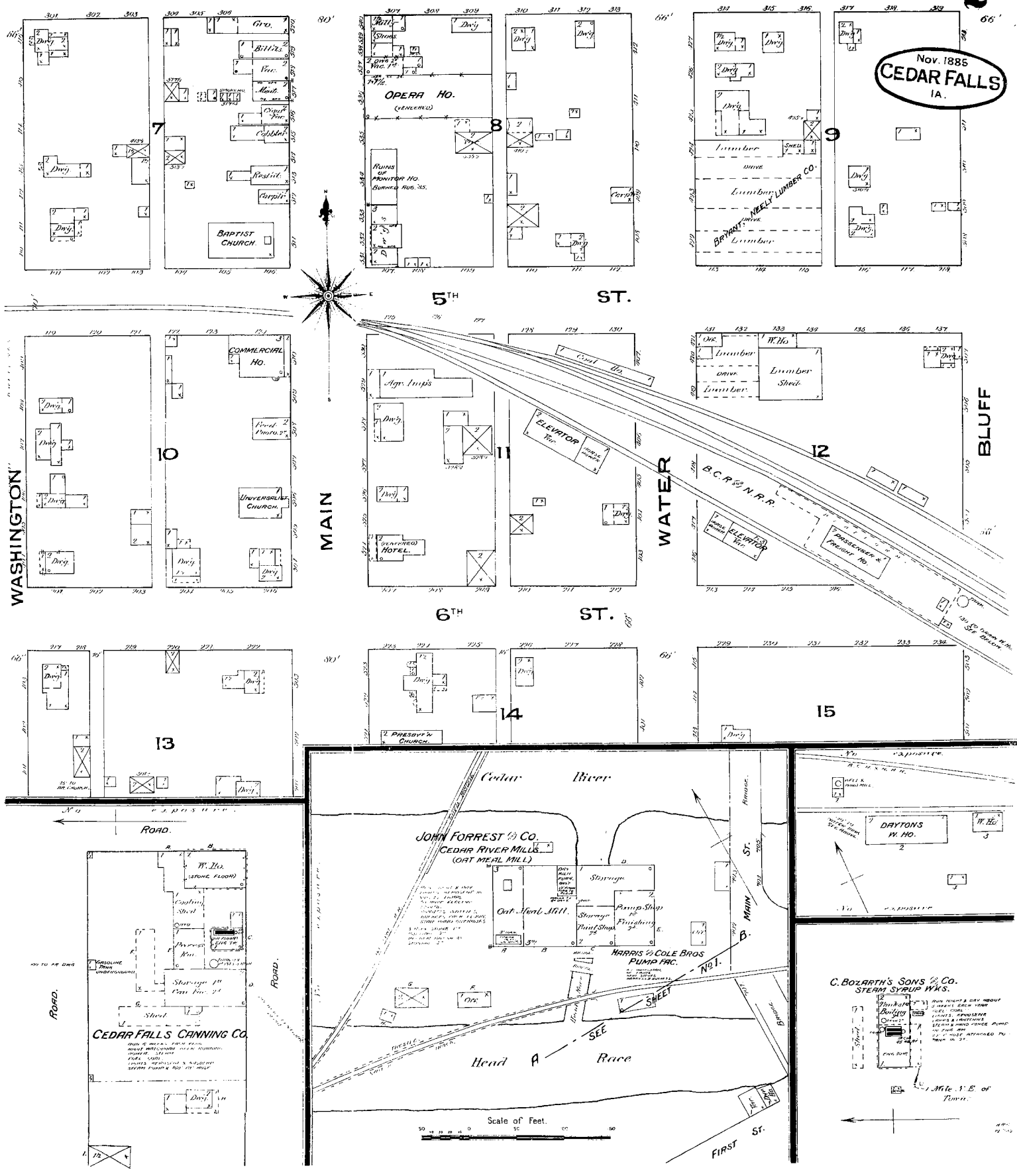


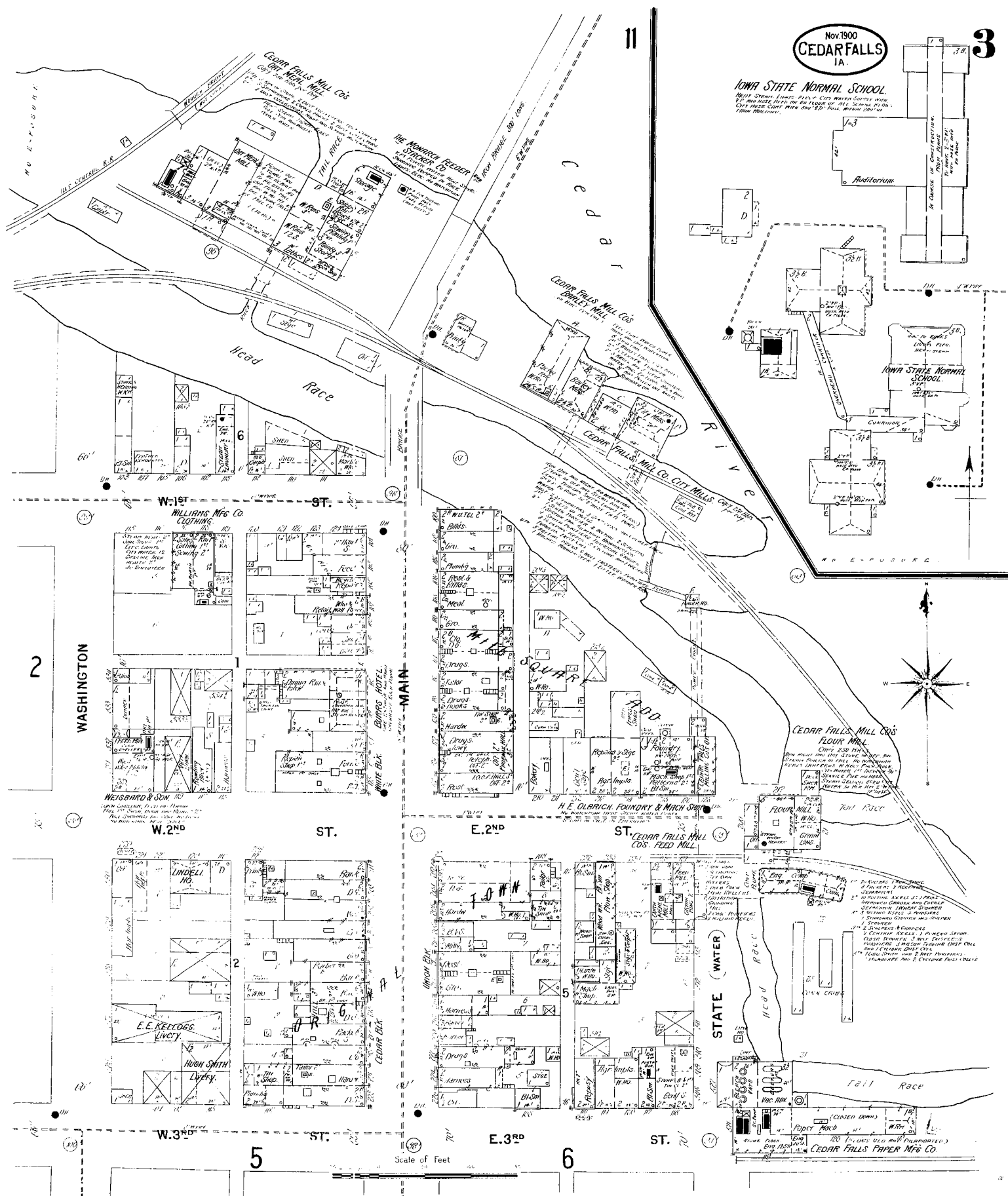












PARK OPPOSITE

2

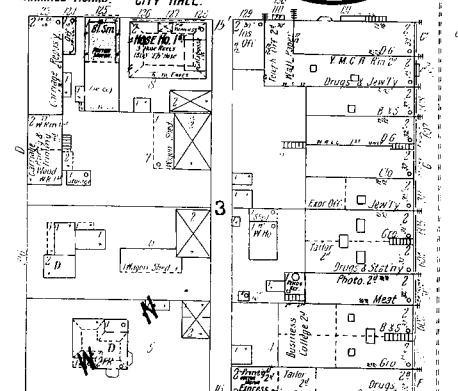
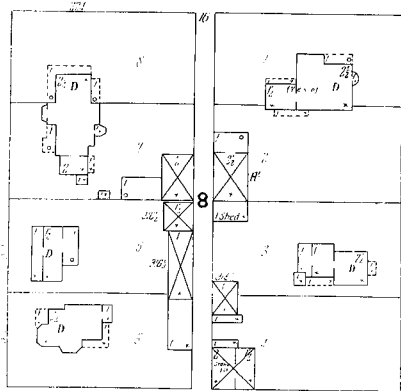
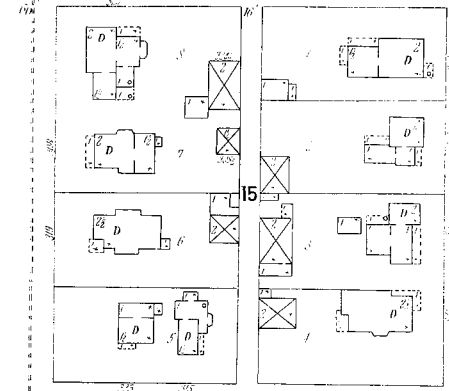
W. 3RD ST.

3

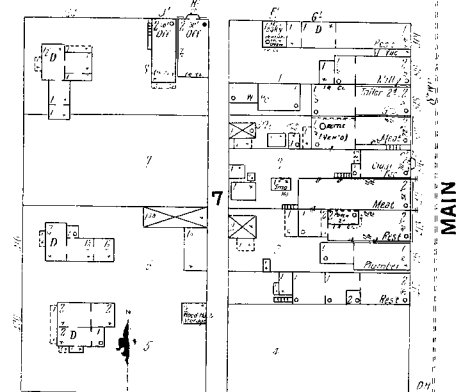
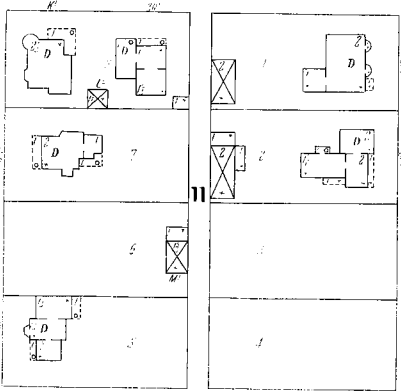
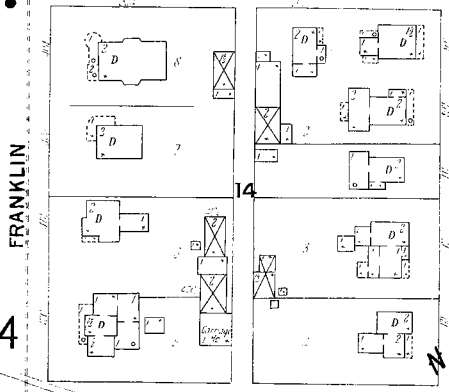
Nov. 1900
CEDAR FALLS
IA

5

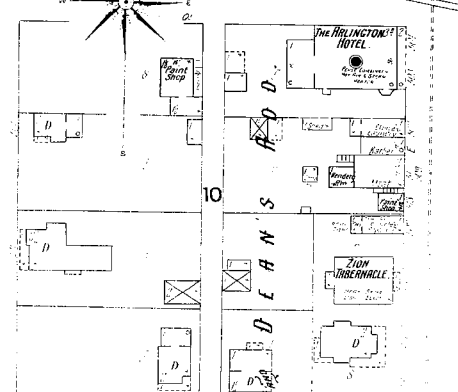
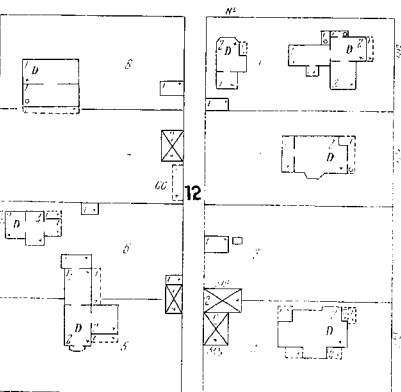
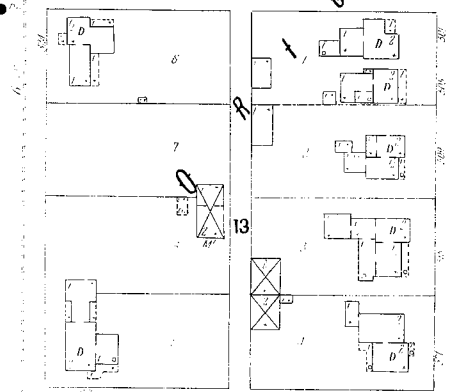
S. W. HARRIS & SON
CARRIAGE WORKS
CITY HALL



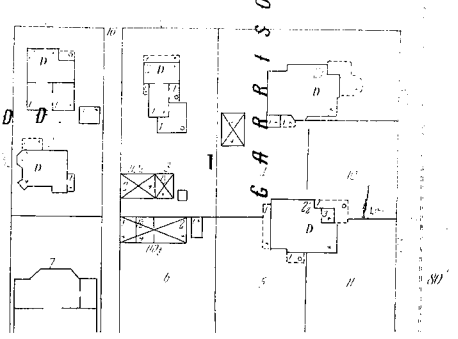
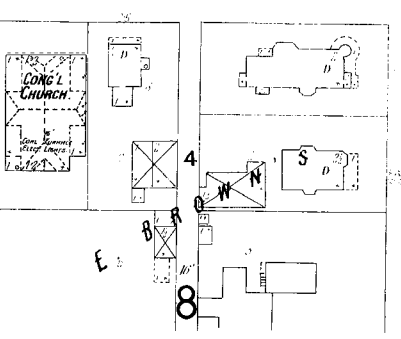
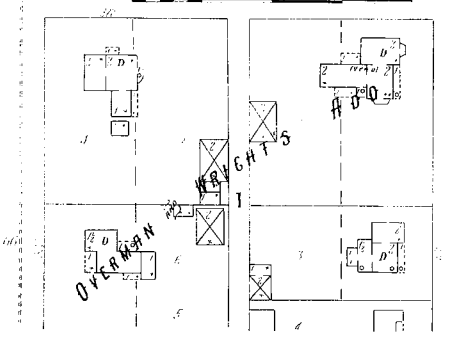
W. 4TH ST.



W. 5TH ST.



W. 6TH ST.



Scale of Feet



F. Associated Property Types

Property Type I: Commercial Districts

Description

Historic commercial property districts in Iowa are generally found on the main streets of the heart of the community, within the original town plat. Street width of the commercial district is often wider than other streets on the original town plat in order to accommodate wagons, buggies and their horse teams. Secondary commercial districts are found in older neighborhoods of larger cities, where the streets may not be any wider than residential neighborhoods. Often generically and symbolically called "Main Street," a typical district is composed of mostly attached brick and wooden storefronts, though some districts have stone buildings and some buildings are detached and freestanding. Smaller Main Street commercial districts may contain buildings, structures, sites, and objects not generally considered commercial such as depots, elevators, mills, courthouses, schools, parks, and standpipes. The perimeter or fringe of a district may have increasing numbers of houses and other noncommercial buildings, some of which have been converted to commercial use. Occasionally, a freestanding residential dwelling is located in the middle of the district, between commercial buildings. While most of the buildings will be vernacular in nature, there may be one or more that have been designed by architects or which are very good examples of particular architectural styles. Often these are bank buildings.

Beyond the buildings themselves, numerous objects, sites, landscape features are found on Main Street and contribute to its essential character. The street plan itself, together with parks and green spaces, and courthouse squares, are part of this special character of Main Street; so are the streets, curbs, gutters and other drainage structures. Street lighting and traffic controls, sidewalks, fireplugs, planters and trashcans are familiar features of Main Street, as are benches in front of stores and in parks. Bandstands, gazebos, picnic tables, memorials and fountains are common features of commercial district parks and green squares. Sign painting on the blank walls of larger buildings, hanging marquees, and signboards at street level are also typical features of these districts. Roll-out canvas awnings and hinged wood panels may still be present.

The profile of Main Street is usually two and three stories high and more or less regular, though in districts that developed slowly, this profile can be irregular and there may be gaps in it, representing empty lots. The profile of the streetscape in larger towns might be four or more stories high. Empty lots are present for several reasons, some of which are representative of the history of the district. A failure of commerce to thrive on Main Street, generally, resulted in empty lots and reflects an important aspect of the community's overall history. Fires and other catastrophes may create empty lots. Failure to rebuild on such lots may reflect changes in the vitality of the community as a whole or a shift of population and shopping patterns in the region served by the Main Street. Active demolition may create empty lots. New buildings constructed in the 1910s through the 1950s often reflect the advent of the automobile as an agent shaping Main Street commercial activity.

Property Type II: First Generation and Settlement Period: Buildings, Structures, and Objects

Description

Type II buildings date from the early platting and development of the town's commercial district and typically are of frame construction, although early log, stone, or even brick structures could date from this early period. These would be the first commercial buildings constructed and their survival into the later periods hinges on many factors including a failure to thrive for the commercial area. A Type II building could also survive because it was of substantial and important construction to begin with, such as a stone building that continued to serve a useful purpose through the years.

Frame Type II buildings are generally one to two stories in height and one to two store units wide. They often exhibit a boom-town or false-front configuration, with a parapet masking the front-gabled roofline of the building and presenting the impression of a larger building than is actually present. Stylistic influence is often limited to bracketed cornice overhangs and decorative details on the actual storefront, although more elaborate versions are known. The Italianate and Greek Revival styles had the greatest influence on Type II buildings in Iowa.

Property Type III: Second Generation and Reconstructing Main Street: Buildings, Structures, and Objects

Description

Type III buildings date from the succeeding years of a town's commercial growth, with Iowa's commercial districts typically reaching a peak in the very late nineteenth to early twentieth centuries. The impact of the railroad, where a community was successful in obtaining a direct rail connection, was reflected in the continued building up of the platted commercial district, including infill on previously empty lots and the replacement of earlier buildings lost due to fires and demolition as well as expansion of the original commercial district. Type III buildings are typically multi-story in height and can contain anywhere from one to a number of actual store units. Large block buildings were constructed during this period, with the store units often unified along the second floor by a shared façade, cornice, and other details.

Type III buildings are most often of masonry construction, particularly brick that was either locally manufactured or shipped in by rail. Face brick was often shipped in from larger brick plants in the state or the region, while the softer structural brick used in the side and rear wall construction was often manufactured locally. Stylistic influence was greater on Type III than Type II buildings reflecting the influence of national trends, local tastes, and a desire to demonstrate to the public one's business success by constructing a stylish, up-to-date building. The Italianate style continued to strongly influence decorative detailing and fenestration on Type III buildings, although Romanesque Revival and Queen Anne styles began to appear in commercial building designs in the 1880s-1890s. Classical Revival styles became popular in the early 1900s, particularly for bank buildings.

Property Type IV: Specialized Buildings, Structures, and Objects

Description

Type IV buildings consist of those buildings constructed for specific purposes related to civic, religious, and educational purposes. Type IV also includes specialized commercial or industrial buildings such as elevators, mills, and gas/service stations, which may or may not be adaptable to other purposes once their original function ceases. Type IV buildings were often constructed according to a limited range of accepted or prescribed building designs, such as the libraries built with the assistance of the Carnegie Foundation and Depression-era post offices, which were designed by Treasury Department architects. Type IV buildings are typically stand-alone buildings, with open lots surrounding them and used for grassy lawns, green spaces, and parking in later years. Courthouses were often built on a center square, with the main commercial district then occupying the blocks fronting the square. Schools, churches, post offices, and libraries were typically built on corner lots, or occupy whole blocks by themselves. Early gas stations often reflected the influence of the Prairie School and Craftsman styles of architecture, while elevators, mills and other industrial buildings were often built more for function than for style.

Type IV buildings are often built on or near Main Street and may or may not be included within a commercial district's boundaries and can date from the earliest years of a commercial district's development or can reflect later periods of development and change along Main Street as the town grew and was influenced by national trends. For example, Carnegie's philanthropic program for funding local library building construction did not begin until the late nineteenth century and then expanded greatly in the first two decades of the twentieth century. Prior to that time, most town libraries had been housed on the upper floors of otherwise commercial buildings or in storefronts not used for commercial purposes. Likewise, post offices were typically housed with a commercial business, such as a general store, until the early twentieth century when government programs became available to fund the construction of separate post office buildings.

Property Type V: Remodeling Main Street: Face-lifts and Later Additions

Description

Type V buildings represent older buildings that were updated and remodeled through the years in the attempt to continue to put a progressive face forward in the community. Banks, in particular, often remodeled the façade of their older buildings in order to retain customer confidence in the solidity and progressiveness of the financial institution. Type V buildings, therefore, are not new construction but rather are older buildings that received some amount of reconstruction or remodeling, particularly on the façade and street level storefront. Stylistic influences seen on Type V building façade updates include early twentieth century Classical Revival, Art Moderne, and Art Deco.

Nearly every commercial building of some age has seen a number of storefront updates, with few Type II or Type III buildings retaining their original storefronts. However, Type V buildings represent older Type II or III buildings that have had their fronts completely remodeled to the point that the original façade is no longer discernible. The façade remodeling might consist of

cladding the exterior with a “slipcover” of metal siding, Perma-stone, stucco or other cover-up treatment. It might also consist of the complete removal of the original façade materials and replacement with a new façade, such as a new face brick. If this type of complete remodeling, especially where there is a loss of historic fabric, was executed after the period of significance for a district, then the building would likely be non-contributing to that district due to insufficient integrity. However, if the remodeling was done within the period of significance, then the building could be considered contributing if the remodeling reflected the context of continued progress and success in the commercial district and the desire to update an older building to reflect that progress.

Type V resources also include later buildings added to the commercial district that reflect a continued economic vitality in the community. These buildings often replaced older buildings lost to demolition or fire but could also include new construction on previously vacant lots. These buildings would have been built within the period of significance for the district in order to be considered a Type V building.

Property Type VI: Modern Infill

Description

Modern buildings added to Main Street after the period of significance for the district will generally be non-contributing to the district unless they are of exceptional historical or architectural significance. Modern buildings that otherwise qualify may become contributing resources with the passage of time.

Historical Architectural Data Base

Data Entry Form for Studies and Reports

Doc. No.: 07-108

Source of Study: ☒ Certified Local Government Project ☐ Section 106 Review & Compliance Project
☐ Historical Resource Development Program Project ☐ Other

Project Reference #: _____

Authors/Editor/Compiler/Originator:

Jennifer A. Price

Author Role: ☒ Consultant ☐ Private Researcher/Writer ☐ Teacher ☐ Student
☐ Project employee/volunteer ☐ Site Administrator ☐ Other: _____

Title of Work:

Intensive Level Survey and Evaluation of Downtown Cedar Falls, City of Cedar Falls, Black Hawk County, Iowa

Year Issued: 2015

Type of Work Performed:

(*check one only*)

Survey:

- ☐ Windshield survey minimum level documentation
- ☐ Reconnaissance survey to make recommendations for intensive survey(s).
- ☒ Intensive survey
- ☐ Mixed intensive and reconnaissance survey

Plan:

- ☐ Planning for Preservation/Survey
- ☐ Community Preservation Plan

Property Study:

- | | |
|--|---|
| ☐ Iowa Historic Property Documentation Study | ☐ Historic Structure Report |
| ☐ Historic American Building Survey (HABS) | ☐ Feasibility/Re-use Study |
| ☐ Historic American Engineering Record (HAER) | ☐ Architectural/Engineering Plans and Specs. |
| ☐ Management or Master Plan | |

National Register:

- ☐ Multiple Property Documentation Form

Other (e.g., private research, school project, video): _____

Intensive Level Survey and Evaluation of Downtown Cedar Falls, City of Cedar Falls, Black Hawk County, Iowa 07-108

Kind of Work Produced:

(fill in one section only: Report or Monograph or Chapter, etc.)

Report: Published/produced by: Jennifer A. Price/Price Preservation Research

Place issued: Coralville, Iowa

Client: Cedar Falls Historic Preservation Commission/Community Main Street

If applicable, include:

Series Title: _____

Volume #: _____ Report #: _____

Monograph: Publisher Name: _____

Place: _____

Chapter: In: _____ First pg. #: _____ Last pg. #: _____

Journal: Name: _____ Vol. _____ No. _____ Pages: _____ to _____

Thesis: Degree (check one): ☐ Ph.D. ☐ LL.D. ☐ M.A. ☐ M.S. ☐ B.A. ☐ B.S.

Name of College/University: _____

Paper: Meeting: _____

Place: _____

Other: _____

Geographic Scope of Study:

☒ City/town ☐ Township(s) ☐ County ☐ Region of Iowa ☐ Statewide ☐ Other: _____

State: IA _____

County: Black Hawk _____

Town: Cedar Falls _____

Township: _____

Range: _____

Time Focus: (check any decades that receive particular attention)

☐ before 1830 ☐ 1830s ☒ 1840s ☒ 1850s ☒ 1860s ☒ 1870s ☒ 1880s ☒ 1890s

☒ 1900s ☒ 1910s ☒ 1920s ☒ 1930s ☒ 1940s ☒ 1950s ☒ 1960s ☐ 1970s ☐ 1980/later

Keyword: (Index of any subjects, topics, or people given prominent attention in the report)

Cedar River

Main Street

Washington Street

Clay Street

Illinois Central Railroad

Burlington Cedar Rapids & Northern RR

Waterloo Cedar Falls & Northern Ry

Chicago Rock Island & Pacific Railroad

Hawkeye Highway (U.S. 20)

Red Ball Route (U.S. 218)

Sartori, Joseph

Black Hawk Hotel

Cedar Falls Women's Club

Phoenix Block

Cotton Theatre

The Parkade