



West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

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

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

## 1. Name of Property

Historic name: West Side Third Avenue SW Commercial Historic District

Other names/site number: \_\_\_\_\_

Name of related multiple property listing:

Commercial and Industrial Development of Cedar Rapids, Iowa, c. 1865 – c. 1945

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

## 2. Location

Street & number: Third Avenue SW between First Street SW and Third Street SW

City or town: Cedar Rapids State: Iowa County: Linn Not For  
Publication: \_\_\_\_\_ Vicinity: \_\_\_\_\_

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this \_\_\_ nomination \_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

\_\_\_ national \_\_\_ statewide \_\_\_ local

Applicable National Register Criteria:

\_\_\_ A \_\_\_ B \_\_\_ C \_\_\_ D

<p>_____  <b>Signature of certifying official/Title:</b></p>	<p>_____  <b>Date</b></p>
<p>_____  <b>State or Federal agency/bureau or Tribal Government</b></p>	

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

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

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**Signature of commenting official:** \_\_\_\_\_ **Date** \_\_\_\_\_

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**Title :** \_\_\_\_\_ **State or Federal agency/bureau or Tribal Government** \_\_\_\_\_

**4. National Park Service Certification**

I hereby certify that this property is:

- \_\_\_ entered in the National Register
- \_\_\_ determined eligible for the National Register
- \_\_\_ determined not eligible for the National Register
- \_\_\_ removed from the National Register
- \_\_\_ other (explain:) \_\_\_\_\_

\_\_\_\_\_  
Signature of the Keeper

\_\_\_\_\_  
Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
- Site

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

Structure

Object

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>8</u>	<u>2</u>	buildings
<u>          </u>	<u>2</u>	sites
<u>          </u>	<u>          </u>	structures
<u>          </u>	<u>          </u>	objects
<u>          </u>	<u>12</u>	Total

Number of contributing resources previously listed in the National Register 1

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

- COMMERCE/TRADE/bank, specialty store, law office, café, tavern
- HEALTH CARE/doctor's and dentist's offices, pharmacy
- RECREATION AND CULTURE/movie theater
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- 
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**Current Functions**

(Enter categories from instructions.)

- COMMERCE/TRADE/specialty store, law office
- VACANT/NOT IN USE
- 
-

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

Commercial/Brick front, broad front, artistic front

Sullivan-esque

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Concrete, brick, stone, terra cotta

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### Summary Paragraph

The West Side Third Avenue SW Commercial Historic District is located near the center of Cedar Rapids, which is the seat of Linn County in eastern Iowa and Iowa's second largest city. The historic district, the most concentrated commercial area west of downtown Cedar Rapids, is sited west of the Cedar River.

The historic district consists of the blockfronts of Third Avenue SW between First Street SW and Third Street SW. It includes one property previously listed in the National Register of Historic Places, the People's Savings Bank, built 1910-1911 at 101 Third Avenue SW at First Street SW. The district includes a total of 13 properties, including nine contributing buildings, two noncontributing buildings, and two noncontributing sites. The contributing buildings range in date from 1909 to 1946 and reflect three building periods: the first two decades of the twentieth century; the 1920s and 1930s; and World War II and the early postwar period.

The buildings contributing to the historic district retain a generally consistent character: one and two stories in height, brick façades with ground-floor storefronts, and uniform street-front alignment, creating a uniform street wall. There are some gaps in the street wall, however, due to demolition in the aftermath of flooding in 2008. The buildings are designed in styles largely

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

typical of urban towns and cities in the Upper Midwest. One was designed by a distinguished national architect and two by noted local architects. Others were the work of local contractors and brick masons. The People's Savings Bank was designed as a bank building. The others were designed to accommodate commercial enterprises, including a variety of retail and wholesale businesses and various kinds of professions and services as well as second-floor apartments. These enterprises both supported and were supported by the surrounding West Side/Kingston residential community as well as the larger Cedar Rapids area.

The surviving buildings in the district largely retain their overall integrity of design and materials, despite alterations, as well as integrity of feeling. The district, west of downtown Cedar Rapids and the Cedar River, retains its integrity of location. The integrity of the setting has been diminished by the extensive demolition in the surrounding area in the aftermath of the 2008 flood. As a commercial district with its buildings still in commercial use, it retains its integrity of association.

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### **Narrative Description**

The West Side Third Avenue SW Commercial Historic District is oriented to the blockfronts of Third Avenue SW which extends two blocks from First Street SW to Third Street SW within the district boundary. The blockfronts between First Street SW and Second Street SW are approximately 350 feet long and bisected by 20-foot wide north-south alleys. The blockfronts between Second Street SW and Third Street SW are approximately 375 feet long. Third Avenue SW is a major access route for vehicles and pedestrians to and from downtown Cedar Rapids via the largest bridge over the Cedar River and May's Island.

While Third Avenue was laid out in the town of Kingston (annexed to Cedar Rapids in 1870) and linked to the first Third Avenue Bridge in 1871, the earliest surviving building in the district dates from 1909, the year before the West Side Improvement League (WSIL) was founded. The establishment and growth of the WSIL and the construction of a new Third Avenue Bridge served as the impetus for a major wave of construction along Third Avenue West.<sup>1</sup> The next few years brought the construction of a group of the district's most distinctive surviving buildings, including the National Register-listed People's Savings Bank (1910-1911), the Gatto Building (1910-1911), the Colonial Theater Building (1913-1914), and two buildings (1909, 1911) for Cedar Rapids engineer Thomas R. Warriner. While the storefronts housed a variety of commercial enterprises, the second floors contained office spaces for use by local professional services such as doctors and dentists as well as residential apartments.

The contrasting fortunes of the booming decade of the 1920s and the constraints of the Great Depression as well as the advent of national retailers in the commercial district are exemplified by the extravagant Kingston Realty Company Building (better known as Acme Greeting Card Company Building) and the Local Drug Company, which also housed the Great Atlantic & Pacific (A & P) Tea Company. The theater was converted to commercial shops in about 1936.

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<sup>1</sup>Third Avenue on the west side of the river was known as Third Avenue West through the 1920s.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

Additional development took place during the 1940s, including a new building for the Great Atlantic & Pacific Tea Company, a large storefront and warehouse space for a brewery and a bakery, and a gasoline filling and service station that was later expanded and joined to the adjacent commercial building.

### **Changes to Historic Buildings**

All of the buildings in the historic district have been altered in various degrees, reflecting the changing needs of commerce. Typically these include changes to the storefronts and the installation of new storefronts. The storefronts are not always compatible with the historic character of the buildings. Windows at the upper stories of the buildings have often been replaced by aluminum-and-glass sash and installed in the original openings. In some cases, the window openings have been completely filled in or covered over. Signs have been changed regularly to reflect changing tenants and canopies added over the storefronts. Buildings dating to the period of significance contribute to the historic district if they retain their overall historic character including height, building facing and cladding materials, and uniformity of the street wall. Buildings with two façades are contributing if the primary façade or both of the façades retain their overall historic character. Several buildings have noncontributing additions that postdate the period of significance.

Two previous Multiple Property Documentation Forms provide registration requirements that may pertain to this district:

“A property should be considered eligible unless it has lost most of the characteristics that convey a sense of time and place associated with the central business district [and the related Third Avenue SW area] during all or part of the 65 years covered by this historic context. If a building no longer has the ability to provide information with respect to building type, construction technique or other related subject matter of scholarly interest within this context, it should be considered ineligible. Modifications of storefronts including changes in windows, transoms, doors, and exterior finishes are to be expected in surviving commercial neighborhoods such as those in the commercial core. If the modifications do not detract from the overall design and proportions of the building, the building should be considered eligible.”<sup>2</sup>

“In addition to housing stock and churches, the residential neighborhoods studied contained a number of apartment buildings, several commercial blocks, several fire stations, and a few factories. The integrity standards for these building types require retention of basic form, materials, and design elements. Most changes made more than 50 years ago will be accepted as part of the historic appearance of the building. New additions will be accepted if they are located along a non-principal façade, have sympathetic design features, and are constructed of compatible building materials. The issue of replacement windows or storefront modification will be treated on a case-by-case basis.”<sup>3</sup>

<sup>2</sup> Marlys A. Svendsen, “Commercial and Industrial Development of Cedar Rapids, Iowa, c. 1865 – c. 1945,” Multiple Property Documentation Form, 1997, prepared for the City of Cedar Rapids, F:63.

<sup>3</sup> Marlys A. Svendsen, “Historic Resources of Cedar Rapids, Iowa,” Multiple Property Documentation Form, 2000, prepared by Svendsen Tyler, Inc., F:73.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

### **Street features**

The streets of the historic district have retained their orientation and width of 80 feet since the 1870s. The streets were initially graded. By the early twentieth century, the city had embarked on an ambitious program to pave the streets with asphalt or bitumen surfaces. When the streetcar system was in business, tracks ran down the middle of Third Avenue. Paved sidewalks and planted boulevard strips predated the paved streets. Narrow boulevard strips remain on Third Avenue SW and wider ones on First and Second Streets SW. The sidewalks are formed of concrete slabs.

### **Street Lighting**

Early photos depict two types of street lighting: arc lights suspended from cables at the commercial intersections, and vertical light standards topped by gas mantels at midblock locations. The People's Savings Bank had its own distinctive street lights at the First Street and Third Avenue intersection, consisting of four brick posts that matched the brick of the bank façades, with terra-cotta ornament and light globes. Photos of Third Avenue taken after the flood of 1929 show vertical light standards with acorn-shaped lamps. A 1960 photo shows Third Avenue SW with a taller vertical light standard surmounted by a lamp of a different shape. The street lighting today consists of tall poles with short horizontal arms and rectangular lamps.

### **Individual Properties**

#### **1) 100 Third Avenue SW**

**ca. 1996**

##### **1 noncontributing building**

This one-story modern building is located on the north side of Third Avenue SW at the corner of First Street SW and was constructed ca. 1996. The building is faced with striated concrete panels and has a recessed entrance area that is faced with brick. The entrance area has an aluminum and glass door set below a transom and a large aluminum-framed window. A rectangular canopy with sign bands projects over the sidewalk.

This building replaced a two-story building that had been in use as a pharmacy since the early twentieth century. The second story contained doctors' offices and was for a time the home of the West Side Improvement League. A post office station was located in the building by 1920 and remained there until 1994.<sup>4</sup> The current building has been vacant since the flood of 2008.

#### **2) 101 Third Avenue SW**

**People's Savings Bank, listed on NRHP**

**1910-1911; additions, ca. 1949, 1966, 1978, 1991**

**1 contributing building with noncontributing addition and noncontributing parking lot**

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<sup>4</sup>Cedar Rapids City Directories.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

The People's Savings Bank property occupies the south side of Third Avenue SW between First Street SW and Second Street SW. The original bank building, located at the First Street SW corner, was designed by the nationally renowned Chicago architect Louis H. Sullivan and built in 1910-1911. The one- and two-story building extends 50 feet along Third Avenue SW and 90 feet along First Street SW. The second-story clerestory is set back from the main building. The building is faced with textured red brick (known as "tapestry brick") laid with raked joints with mortar that matches the brickwork. The brick walls rise from a flared terra-cotta base to parapets with decorative terra-cotta coping. The bands of windows at the first floor are deeply recessed between brick piers set on continuous terra-cotta sills. Decorative terra-cotta panels flank the continuous sills. The fixed window sash are wood and set in wood frames. The main entrance door on Third Avenue SW is closed off behind a wood panel. The setback second story is dominated by tall brick corner piers adorned with decorative terra-cotta plaques. Shorter projecting piers are set between the groups of vertical windows that form the clerestory. Those piers are surmounted by seated terra-cotta lions. The window sash are filled with opalescent glass. Two of the four decorative brick piers that were originally surmounted by light globes and restored in 1991 survive on the boulevard along First Street SW.

The bank building has been enlarged four times with the expansions of 1978 and 1991 subsuming the additions of 1949 and 1966. The 1949 one-story addition is located on the south side of the original building off First Street SW. By the 1960s it accommodated drive-up banking. The work in 1991 redid the brick facing, added new windows and doors, and modified and enclosed the overhanging canopy and supporting piers.<sup>5</sup> When Smulekoff's Furniture Store vacated its building at 107-115 Third Avenue SW in 1965, the bank added a two-story extension to the west of the original building. The design was intended to complement the original. It is faced with multi-toned red brick above a terra-cotta base and has a setback with piers flanking window openings at the second story that evoke the original clerestory. The entrance is recessed below a concrete overhang. The west wall is faced with the same brick and incorporates Peoples Bank logos. In 1978 the bank undertook another expansion campaign.<sup>6</sup> Two more stories were added above the two stories of the 1966 addition. The brick walls are punctuated by two-story window openings with the glass set almost flush to the façade. Additional work was done in 1991 under the direction of Chicago architect Wilbert Hasbrouck.<sup>7</sup> As part of the bank's expansion over the next few years, the bank demolished the surviving buildings to the west as far as Second Street SW to create a parking lot and added another drive-through teller kiosk at the southwest corner of the lot.

People's Savings Bank was established in 1900 and located in rented space on this block. It purchased this site in 1909 and began construction on its new building in 1910. The bank became People's Bank and Trust Company in about 1961. The bank was sold to Norwest Bank Iowa, part of a larger group of Midwest banks in about 1990. Norwest expanded the building and site in 1991. Norwest became part of Wells Fargo in 2000. The building has been vacant since the flood of 2008.

<sup>5</sup>Sanborn Map Company, *Insurance Maps of Cedar Rapids, Iowa* (New York: Sanborn Map Company, 1949), sheet 86; George T. Henry and the History Center, *Cedar Rapids, Iowa* (Chicago: Arcadia Publishing, 2001), 39.

<sup>6</sup>George T. Henry and Mark W. Hunter, *Cedar Rapids Then and Now* (Chicago: Arcadia Publishing, 2003), 62.

<sup>7</sup>David Gebhard and Gerald Manheim, *Buildings of Iowa* (New York: Oxford University Press, 1993), 186.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

**3) 102-104 Third Avenue SW**  
**Gatto Building**  
**1910-1911**  
**1 contributing building**

This two-story early twentieth-century commercial building is located on the north side of Third Avenue SW. Designed by local Cedar Rapids architects Deiman and Fiske, it was constructed in 1910-1911 for August Gatto, a local grocer. The façade of the building is faced with textured cream-colored brick above a poured concrete base. Stone panels flank the covered transom above the storefronts. The storefronts have glazed brick bases with wood infill, windows, and recessed entrance doors. Fabric-covered canopies extend over the storefronts. A center doorway with a recessed entrance leading to the second story is flanked by fluted wood piers with consoles supporting a cornice. The area in front of the door is paved with patterned tile. A window, set in the transom area above the doorway, contains the lettering: "Law Offices 104." Molded brick creates a panel around and above the transom area. At the second story, the window openings with recent sash are arranged in a one-three-one pattern. They are surrounded by brick moldings accented by stone impost blocks and a stone stringcourse at sill level. The roof parapet rises to a shallow gable form, accented by stylized bracket forms. Traces of the GATTO sign are visible on the brick. The east wall, which is visible above the building at 100 Third Avenue SW, is covered with stucco. The west wall, which is visible above the building at 106-108 Third Avenue SW, is faced with common brick. The north elevation is faced with common brick, punctuated by segmental-arched openings with stone sills on both floors. At the first floor to the west, the brick is painted and glazed and fronted by a concrete slab. These are the remnants of a later addition that was demolished, probably in 2012 when the building immediately to the north was demolished. An arched entrance leads to the cellar. Remnants of a projecting sign are located at the second floor.

August (Gus) Gatto, an Italian immigrant grocer, had been in business further to the west on the block before he commissioned this building in 1910. When the building was completed in 1911, Gatto ran his business out of one of the storefronts and he and his wife lived in an apartment on the second floor. Several local doctors and dentists also had offices and apartments on the second floor through the 1950s. Gatto remained in the grocery business, and was joined in about 1920 by his son-in-law Tony Campagna. By 1928, Tony Caito was running the grocery business in the 102 storefront, continuing until about 1940. A tavern first located in the 102 storefront in 1947. A variety of grocery and other businesses continued in the 104 storefront. Law offices eventually replaced the doctors and dentists on the second floor. The building has been vacant since the flood of 2008.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

**4) 106-108 Third Avenue SW**  
**Colonial Theater Building**  
**1913-1914, 1936**  
**1 contributing building**

This tall one-story early twentieth-century commercial building, which is located on the north side of Third Avenue, was constructed in 1913-1914 as the Colonial Theater and remodeled in about 1936 to house a Ben Franklin variety store. The original theater building is faced with brown brick, which is largely visible at the upper section of the building. The brickwork is accented by moldings and stone impost blocks that create panels and stylized pilasters. The façade originally had a curved parapet flanked by stylized triangular parapets.<sup>8</sup> At the street level, a central storefront framed in steel and glass, is flanked by recessed entrances. The base of the storefront is covered with permastone. The entryway to the west is partially framed in porcelain enamel panels. The entryway and storefront to the east is now partially framed in opaque glass panels. Porcelain enamel panels cover the transom areas above the storefronts and part of the façade below the brickwork. This section of the area originally contained an arched entryway leading into the theater. A projecting metal canopy extends above the storefront and continues to the adjacent building at 110 Third Avenue SW. A vertical sign extends from the front. The west wall of the building is visible above the adjacent building at 110 Third Avenue SW. It is faced with common brick and steps back to the north. The north elevation is faced with common brick and has several window and door openings that have been filled in. A building in the adjacent lot to the north was demolished in 2012, and some markings and framing elements survive on the rear wall.

The theater building was commissioned in 1913 by Joseph Campagna. Tony Campagna, a son-in-law of August Gatto, acted as the theater manager when it opened in 1914. The theater remained in operation until about 1935. It was remodeled in 1936 to house a Ben Franklin variety store. The original theater entrance was converted into a storefront flanked by two entrances, and the area of the entrance arch was covered by porcelain-enamel panels. The storefront, most typically occupied by two businesses from the late 1940s on, has been further modified in some of its finishes.

**5) 110 Third Avenue SW**  
**Local Drug & Food Company Building**  
**1932**  
**1 contributing building**

This one-story commercial building, originally with the address of 110-114 Third Avenue SW, is located on the north side of Third Avenue SW and was constructed in 1932. The façade is of cream-colored textured brick, accented by stone and brick bands in the end piers. A vertical and horizontal brick pattern form a band above the covered transom. A soldier course brick band accents the terra-cotta parapet coping. The façade is dominated by the steel and glass storefront

<sup>8</sup>The theater is illustrated in George T. Henry and Mark W. Hunter, *Cedar Rapids Then and Now, Downtown and Beyond* (Chicago: Arcadia Publishing, 2005), 86.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

with a permastone base. The metal canopy above the storefront extends from the canopy at 106-108 Third Avenue SW. The west elevation faces the north-south alleyway. The cream-colored brick facing extends as a return for about 15 feet. The rest of the elevation is faced in red brick above a poured concrete elevation. Two window openings have been filled in. Metal reinforcing plates have been added to the wall. The north elevation is faced with red brick. Three large window openings have concrete sills. One window has wire-glass sash. Two small windows with concrete sills flank a door.

The building was commissioned by Wencil Gatto, a son of August Gatto. The younger Gatto ran the Local Drug Company in the 110 storefront, while a branch of the Great Atlantic and Pacific Tea Company, a national grocery chain, located in the 112-114 storefront until about 1937. Gatto then expanded into the 112-114 storefront, adding a lunch counter and booths with service. He called his business the Local Drug and Lunch Company. After Wencil's death in 1944, the business was operated for several years by his widowed sister Lena Campagna. The Modern Appliance Company was at this location for about 20 years. It has been the location of a variety of specialized sales and service businesses since then.

#### **6) 120 Third Avenue SW**

##### **Warriner Building (Rowell Hardware)**

**1909, ca. 1994**

##### **1 contributing building with noncontributing addition and noncontributing parking lot**

The property partially occupied by this two-story early twentieth-century commercial building extends from the midblock north-south alleyway to the east side of Second Street SW. It was constructed in 1909 for a local civil engineer Thomas R. Warriner, and is notable for its fireproof construction of reinforced concrete. The Third Avenue façade is of red ironspot brick above a limestone base with a recessed entrance at the west side and a storefront with a permastone base at the east side. Both the entrance door and storefront windows are covered with plywood panels. A wood panel covers the transom above the storefront. Brick bandcourses above the transom set off a continuous stone sill at the second story. At the second story, the window openings with stone lintels are flanked by brick and stone piers. A stone frieze rises to a projecting metal cornice. The east elevation of the building is covered by a stucco panel over brick facing. The west elevation is visible at the second story above the adjacent addition to the west. The brick of the façade returns, but much of the wall is covered with rough stucco and a large sign. The remainder is painted common brick and has an arched window opening. The north elevation is faced with painted brick and has arched window openings at the second story. A small concrete block addition extends at the first floor. A circa 1994 extension has been added to the west side of the two-story building. The extension is faced with brick on Third Avenue SW and concrete block panels on the west and north sides facing part of the parking lot. The parking lot extends around the building to the east side adjacent to the north-south alleyway.

Thomas Warriner seems to have constructed this building as an investment. Rowell Hardware, previously located at 109-111 Third Avenue West across the street, was the first major tenant, remaining here until 1933. The second story provided office space for doctors and other professionals. Martin's Grocery was the next major tenant in the storefront until about 1960.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

Then the building was occupied by other retail service businesses and an organization called the County Friend of the Court with apartments at the second floor. This organization also seems to have been the first occupant of the addition in 1995. The building has been vacant since the 2008 flood.

**7) 200 Third Avenue SW**  
**1 noncontributing vacant lot**

This lot on the north side of Third Avenue SW at the corner of Second Street SW was the site of the First United Presbyterian Church, later a non-denominational church, for many years. In the 1960s, it was replaced by a commercial building, which was demolished after the 2008 flood.

**8) 201-209 Third Avenue SW**  
**Kingston Realty Company Building (Acme Greeting Card Company)**  
**1923-1924**  
**1 contributing building**

This one-story commercial building, which is located on the south side of Third Avenue SW at Second Street SW, was constructed in 1923-1924 by the Kingston Realty Company and was designed by local architect Herbert Rugh. It has two major façades with five bays on Third Avenue SW and three bays on Second Street SW. The bays are separated by piers of textured multicolored brick set on stone bases and supporting glazed terra-cotta capitals and cartouches set on pedestals in panels with a glazed blue background. Each cartouche bears a crown of glazed gold terra cotta. Panels of patterned brick, accented by stone blocks, span the bays between the piers and are topped by stone coping. Transoms filled with prism glass blocks span the storefront openings. The current storefront infill in the five bays on Third Avenue SW and one corner bay on Second Street SW was installed after the 2008 flood. With the exception of the recessed entranceway in the second bay from Second Street SW, the storefronts consist of brick piers flanking paired fixed sash above cast-stone panels and a stone base. The middle bay on Second Street SW is filled with multicolored brick above a stone base. The south bay has an arched entrance opening with overscaled keystone and impost blocks flanked by windows with stone sills. Two additions were made to the building at the rear (south) side. A pre-1983 addition extends along Second Street SW and is formed of concrete panels along the street front and concrete blocks on the south wall. A pre-1975 addition to the west incorporates the loading dock area. Part of the west elevation of the original building is visible: the north section is faced with common brick, and two window openings have panel infill; the south section is faced with tile with two window openings set in brick surrounds with concrete panel infill. The pre-1975 addition extends above this wall.

The Kingston Realty Company constructed this building for investment purposes with the intention that the five storefronts, designed to “attract attention and at the same time be practical and economical,” would be occupied by a variety of tenants.<sup>9</sup> Among the tenants were Taege Hardware, later Ilten Hardware; Grand Union Tea Company; several bakeries and ice cream

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<sup>9</sup>“Kingston Building Marks Fine West Side Improvement,” *Cedar Rapids Republican*, August 12, 1923, 22.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

shops, a barber shop, a pharmacy, and a dry cleaners. City directories indicate that businesses relocated from one storefront to another within the building. In 1945, the Acme Greeting Card Company moved into the 201 section, while Ilten Hardware and Globe Machinery occupied 203 and 205-209. Acme Greeting Card, later Acme Graphics, took over the entire building by 1949. Acme remained in the building until 2012 and was responsible for restoring the storefronts after the 2008 flood. The building is now owned by the City of Cedar Rapids.

**9) 210 Third Avenue SW**  
**1 noncontributing vacant lot**

This lot on the north side of Third Avenue SW was the site of a circa 1916 commercial building that was extensively damaged in the 2008 flood. It was demolished in 2012.

**10) 211 Third Avenue SW**  
**2003**  
**1 noncontributing building**

This narrow one-story commercial building is located on the south side of Third Avenue SW and was constructed in 2003. The Third Avenue façade has stucco concrete panels and a recessed entrance and adjacent windows. On the south side of the building, part of the west wall is visible. It is faced with stucco concrete panels like those on the façade. The south wall is also faced with stucco concrete panels surrounding a window and doorway.

This building replaced an early twentieth-century commercial building that had housed several shoe repair businesses throughout its history.

**11) 215-217 Third Avenue SW**  
**Sioux City Brewing Company Building**  
**1946**  
**1 contributing building**

This one-story commercial building is located on the south side of Third Avenue SW and was constructed in 1946. It is set on a poured concrete foundation and was designed with two storefronts that are articulated by brick piers and a brick base and bands of projecting brick below a stone coping spanning the façade. The façade openings have been altered several times to accommodate different tenants. Original openings have been filled with brick and smaller windows and a recessed entrance have been installed. The façade materials have been painted, but the original forms are still visible. The south elevation of the building is of painted concrete block with recently installed window and door openings. Outlines of larger window openings and a large garage door opening, set below a steel beam, are still visible.

This building was constructed by the Sioux City Brewing Company, which was previously in the Kingston Realty Company Building at 205 Third Avenue SW. It located its operations in the 215 section of this building into the early 1960s, while the 217 section was occupied by the Dixie Cream Donut Company. These businesses were followed by Hogan's Carburetor and Electric

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

Company and Hogan's Auto Supply through the late 1970s. The Hogan business may have installed the garage door opening that is visible on the west end of the building. By the 1980s, offices were located in the two storefronts.

**12) 219-225 Third Avenue SW  
Warner Building (Ilten Building)  
1911-1912, 1940  
1 contributing building**

This two-story early commercial building, which is located on the south side of Third Avenue SW, was constructed in 1911-12 by local civil engineer Thomas R. Warriner. The property extends to Third Street SW and incorporates a 1940 gasoline station building that has been enlarged and connected to the earlier building. The Third Avenue SW façade has a ground-story storefront of steel and glass above a base faced with permastone with a central recessed entrance. A secondary entrance leading to the second story is set in the east end of the ground story. When built, there were three separate storefronts with the addresses of 219, 221, and 223. Each storefront had its own recessed entrance.<sup>10</sup> A wide band of permastone covers the area of the original transoms and sets off the second story. The second story is faced with red-orange brick and has three groups of round-arched window openings with stone impost blocks and keystones, set above a continuous stone sill. The window sash are recent replacements. A band of brick spans the façade above the windows and sets off a brick parapet with metal coping. The east and west elevations are faced with common brick. Arched window openings at the second story have replacement sash. The south elevation has arched window openings with stone lintels and sills at the second story. The sash are replacements. Segmental-arched doorway openings at the first story have been filled in or modified. A concrete-block addition extends from one of the openings. The concrete gasoline station building, originally with the address of 225, is attached to the west side of the building.

With the success of his earlier building at 120 Third Avenue SW, Warriner invested in another commercial building. The first tenant was the S. W. Svec meat market, which remained at 223 until 1920. The building was soon listed in directories as the Warner Building, apparently to avoid confusion with Warriner's other property. Sanitary Bottling Works and Joseph Burianek's tobacco business were also early tenants. Burianek also had an apartment on the second floor. Several grocery stores succeeded the Svec meat market. In 1933, Rowell Hardware vacated 120 Third Avenue SW and moved into this building at 223, remaining there until about 1942. By 1944, Ilten Hardware was doing well enough that it moved into the 219 storefront while maintaining storage space at 203 Third Avenue SW. By 1950, the company had acquired the entire building and renamed it the Ilten Building, but various businesses occupied the ground-floor storefronts. Irene Ilten began to operate a dance studio in part of the second floor space. Other spaces were used for offices. The Ilten Hardware business relocated to 106 Second Avenue SW in 1979. The gasoline station at 225 Third Avenue SW remained in business until about 1979. The building was then taken over by the Sled Shed, a snowmobile dealer. That

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<sup>10</sup>Henry and Warner, *Downtown and Beyond*, 60.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

business expanded into lawn and garden equipment and expanded into 219-223 in the mid-1990s. Dance studio facilities have remained at the second floor.

**13) 222 Third Avenue SW**  
**Great Atlantic & Pacific Tea Company**  
**1942**  
**1 contributing building**

This one-story commercial building, which is located on the north side of Third Avenue SW close to Third Street SW, was constructed in 1942 for the Great Atlantic and Pacific Tea Company, a nationally franchised grocery store. The building rises from a poured concrete foundation to walls of concrete block with projecting piers and a shallow hipped roof. The façade is of cream-colored brick accented by bands of red brick rising to a shaped parapet with a metal coping. The storefront windows, which are boarded over, are set above a brick base. The recessed entranceway is marked by a prominent corner pier. The east elevation is painted concrete block with six projecting piers and has four fixed-sash windows. The west elevation is faced with brick in the corner bay, but is otherwise painted concrete block with projecting piers. The north elevation is faced with brick and rises to a stepped parapet. A small concrete-block storage room with shed roof is attached.

The Great Atlantic and Pacific Tea Company (later known as A & P Supermarkets), which had been located at 112-114 Third Avenue SW between 1932 and 1937, was in this building into the late 1960s. It was subsequently occupied by a succession of businesses that specialized in automotive dealers and supplies. The building has been vacant since the flood of 2008.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

## 8. Statement of Significance

### Applicable National Register Criteria

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

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

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

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

**Areas of Significance**

(Enter categories from instructions.)

COMMERCE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1909-1960  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1911 \_\_\_\_\_  
1912 \_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Deiman and Fiske  
Rugh, Herbert  
Sullivan, Louis H.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The West Side Third Avenue SW Commercial Historic District meets Criterion A for its association with the history and development of the city of Cedar Rapids in the area of Commerce. The evaluation of its significance is informed by two MPDFs, “Commercial and Industrial Development of Cedar Rapids, Iowa, c. 1865 – c. 1945,” and “Historic Resources of Cedar Rapids, Iowa” with its associated historic context “Architectural and Historical Resources of Residential Neighborhoods, 1870-1940.” The district’s buildings, which are oriented to two blocks of Third Avenue SW, reflect the commercial vitality of the West Side/Kingston neighborhood during the first half of the twentieth century. The 11 buildings of the historic district, 9 of which are contributing, were designed for a variety of business enterprises, including a bank, retail and wholesale stores, and professional offices. The architecture of the district reflects a range of styles characteristic of urban towns and cities in the Upper Midwest. One building was designed by a distinguished national architect, and two buildings were designed by noted local architects. The period of significance begins in 1909, the date of the oldest surviving building, and continues to 1960. After 1960, the character of the businesses began to shift to more specialized services, reflecting changes in the greater Cedar Rapids area. The area of the district itself was further constrained by the construction of Interstate 380, west of Third Street SW.

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

### **The Significance of the West Side Third Avenue SW Commercial Historic District as a Representative of Local Commerce**

#### **Early Development on the West Side**

The town of Kingston was established on the west side of the Cedar River and platted by David W. King in 1852. The community was connected to Cedar Rapids across the river by a ferry operated by King until his death in 1854. Efforts were soon made to bridge the river as a way to promote real estate development. The first bridge from Seventh Avenue to the east bank was built in 1857 but washed away by floods later that year. A floating bridge at First Avenue constructed a few months later washed away the following spring. A toll bridge was completed at the same location in 1859 that stood until 1871.<sup>11</sup>

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<sup>11</sup>Luther Albertus Brewer and Barthinius Larson Wick, *History of Linn County, Iowa: From Its Earliest Settlement to the Present Time*, vol. 1 (Chicago: Pioneer Publishing, 1911), 420-423.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

Kingston was annexed by Cedar Rapids in 1870, and Kingston's early plat was identified as West Cedar Rapids on an 1875 map. The population of the combined city was almost 6,000 in 1870, and the citizens were petitioning the city for a new toll-free bridge at First Avenue (then called Iowa Avenue) or Third Avenue (then called Park Avenue). With more than twice as many petitioners advocating for Third Avenue, a publicly financed Third Avenue Bridge was completed in August 1871. Constructed of iron with wrought-iron railings, the bridge was 720 feet long with an 18-foot wide roadway and sidewalks on each side.<sup>12</sup>

The development of the West Side was spurred by the major railroad lines that began to come into Cedar Rapids in the 1860s. The routes established extensive industrial corridors and warehouse districts which in turn attracted residential neighborhoods for workers in these industries. The city also became the home of many railroad workers. The Chicago & North Western Railway, originally the Chicago, Iowa & Nebraska Railway, was especially prominent on the West Side.<sup>13</sup>

The Cedar Rapids and Marion Street Railway Company was organized in 1879 to provide horse-drawn streetcar lines in the city and steam-powered cars between the city and nearby Marion. A streetcar line was extended from downtown over the Third Avenue Bridge to Sixth Street in 1882. A "car house" stood at the corner of Third Avenue and Third Street, with a stable for the horses at the corner of Third Street and Second Avenue. The lines were unprofitable and most were discontinued, although the Third Avenue line remained in operation until the end of 1890. In 1890, a new group of investors took over the street railway and installed electrified tracks which opened on the west side in December 1891. By 1910, nearly 13 miles of track operated in Cedar Rapids on both sides of the river, providing a reliable means of transportation and spurring development throughout the city.<sup>14</sup>

Third Avenue West, initially a residential street, was becoming more commercial by the 1880s. In 1884, the block between First and Second Streets was largely commercial on the north side and residential on the south side. By 1889, both sides were largely commercial. By contrast, the block between Second and Third Streets remained residential, except for the street railway facilities and the First United Presbyterian Church at the corner of Second Street. This character is affirmed by late nineteenth-century photographic views.<sup>15</sup>

Members of the King family retained substantial real estate interests on the west side. William King, one of David King's sons, "put up a handsome building block" in 1886. He also

<sup>12</sup>Brewer and Wick, 1:420-423. *Plan of Cedar Rapids* (1875)

<sup>13</sup>Svendsen, 1997, E:26; 2000, E:9-10.

<sup>14</sup>Brewer and Wick, 1:342-345; Svendsen, 2000, E:11. Sanborn Map Company, *Insurance Maps of Cedar Rapids, Iowa* (New York: Sanborn Map Company), 1884, sheet 11; 1889, sheet 20.

<sup>15</sup>Sanborn Map Company, 1884, 1889. A ca. 1890 photo of Third Avenue West near First Street, published in Donald A. Karr, Jr., *Images of Cedar Rapids* (Cedar Rapids, Iowa: Prairie Valley Publishing, 1987), 62, depicts a group of modest commercial buildings on the north side of the avenue with the steeple of the Presbyterian Church beyond and trees along the boulevard on the south side concealing the residential buildings. The church itself is pictured on page 40. The street in front of the church is graded and has a double set of streetcar tracks. A vertical light standard with a gas mantle lights the boulevard. Third Avenue on the west side of the river was known as Third Avenue West through the 1920s.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

established the King and Moore Coal and Wood Yard, north of First Avenue at First Street. The company later manufactured coal and plaster under the name of William King & Co. and King's Crown Plaster Co.<sup>16</sup>

### Early Twentieth-Century Development

By the beginning of the twentieth century, the West Side was poised for more development. The situation was fostered by several factors. Among them were the founding of the People's Savings Bank in 1900; ongoing commercial development in downtown Cedar Rapids which had a spillover effect on the West Side; the purchase by the City of May's Island in 1908 to develop as a park and civic center; and the establishment of the West Side Improvement League in 1910.

When the People's Savings Bank was organized on March 10, 1900, it was showing its confidence in the growing business district of the West Side. The officers and directors were described as "progressive business men" and "men of means . . . prominent in business and financial circles." Its first location was at First Street, at the corner of Third Avenue West; in 1903, it moved into rented quarters at 117 Third Avenue West. As the bank prospered, it built new permanent quarters. In 1908, People's Bank purchased the lot at the corner of Third Avenue West and First Street, and at the impetus of Fred H. Shaver, the second vice president, hired Louis H. Sullivan to design its new building. Sullivan's much lauded National Farmers' Bank in Owatonna, Minnesota, had just been completed. William King, still a major landowner, joined the bank as second vice president, while Shaver was promoted to first vice president.<sup>17</sup>

Changes and growth on the West Side were accompanied by changes in the larger city. In response to the City Beautiful movement, the city government commissioned a report from Charles Mulford Robinson on city improvements and beautification. One of his recommendations was to purchase May's Island and convert it to use as a public park and a civic center with new buildings for city hall and the county courthouse. The island was purchased in 1908, and one commentator noted approvingly: the island "in the very center of the city, forms an ideal place for a civic center . . . [it] being rapidly transformed into a place of beauty, to say nothing of forever setting at rest any possibility of divisive strife between the two sides of the river."<sup>18</sup>

In August 1909, the *Cedar Rapids Evening Gazette* announced that the Pospishill building on the bank site was being removed. In addition, Thomas R. Warriner, a local civil engineer, was constructing a two-story building at 120-122 Third Avenue West. Warriner had been the Cedar Rapids city engineer between 1906 and 1908. His new building was of fireproof construction with a reinforced concrete structure, a pressed brick front, and a storefront of plate and prism

<sup>16</sup>*Cedar Rapids City Directory*, 1898; Janette Stevenson Murray and Frederick Gray Murray, *The Story of Cedar Rapids* (New York: Stafford House, 1950), 104.

<sup>17</sup>Brewer and Wick, I:444; "The People's Savings Bank, Cedar Rapids, Iowa," *Bankers Magazine* 30 (January–June 1912): 423; Jenkin A. Markham, "Winning Distinction in Banking," *National Magazine* 30 (April – June 1909): 113-114.

<sup>18</sup>*Report of Charles Mulford Robinson with Regard to Civic Affairs in the City of Cedar Rapids, Iowa, with Recommendations for City Improvement and Beautification* (Cedar Rapids: Torch Press, 1904), n.p.; W. L. Endicott, *The Saturday Record*, July 10, 1909, quoted in Brewer and Wick, I:335.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

glass. Rowell Hardware, which was located at 109-111 Third Avenue West, was announced as the new tenant. The second floor provided office space for local professionals. Aside from the bank, Warriner's building was the most substantial on these two blocks of Third Avenue West.<sup>19</sup>

The West Side Improvement League was organized in April 1910 with membership open to all residents of the West Side and all who owned property on the west side of the river. Its purpose was to promote "the fullest possible development of the west side" with the aim of "upbuilding the entire city" and "boosting a greater Cedar Rapids." It also saw itself as a West Side counterpart to the Commercial Club, and later partnered with the Commercial Club on promoting citywide business interests. The WSIL established office and meeting space at 100 Third Avenue West over the McClung & Fisher pharmacy in April 1911. William King was the president. Several of the officers and directors were affiliated with the People's Savings Bank. Others were owners of local businesses and industries.<sup>20</sup>

One of the WSIL's major campaigns was the promotion of a new Third Avenue bridge, a cause advocated by the founders of the People's Savings Bank and other local businesses. In December 1910, the Cedar Rapids City Council authorized the construction of a new arched bridge of steel, reinforced concrete, and stone, with a width of 64 to 80 feet. A dispute among council members over city tax collections delayed the start of construction. The new bridge opened in the summer of 1912. The WSIL also advocated for the Cedar Rapids & Marion Street Railway Company to operate over the bridge and an extension of the streetcar lines on the west side.<sup>21</sup>

The year 1911 saw several major advances in commerce on Third Avenue. The new People's Savings Bank opened for business at 101-105 Third Avenue West. Next door the People's Department Store opened at 107-109 Third Avenue West, while Henry Smulekoff opened what would become a major furniture store at 111-113 Third Avenue West; the store soon expanded into 107-109.<sup>22</sup>

Italian immigrant grocer August Gatto moved into the new building he had commissioned from architects Deiman and Fiske at 102-104 Third Avenue West. Gatto had previously operated his grocery store down the block at 128 Third Avenue West. His new building was described in the local press as a "large and modern brick business block and office structure, finished in the best materials that bears the name 'Gatto' in raised letters upon its front." He operated his grocery store in the 102 storefront, and he and his wife Lena lived in one of the second-floor apartments.

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<sup>19</sup>Brewer and Wick, II:832; "Fine West Side Improvements," *Cedar Rapids Evening Gazette*, August 10, 1909, 8; Sanborn Map Company, 1913, sheets 80, 85, 86.

<sup>20</sup>"West Side Improvement League is Organized," *Cedar Rapids Evening Gazette*, April 13, 1910; "West Side Club Opens Permanent Quarters," *Cedar Rapids Tribune*, March 24, 1911; "West Side Improvement League a Live Booster Club," *Cedar Rapids Evening Gazette*, May 15, 1912; "West Side Improvement League In Boosting for Farm Director Increases Linn County's Wealth," *Cedar Rapids Evening Gazette*, December 29, 1914.

<sup>21</sup>"Mulct Revenue Or All Improvements Cease," *Cedar Rapids Tribune*, December 30, 1910, 1; "To Celebrate Bridge Opening," *Cedar Rapids Evening Gazette*, February 10, 1912, 15; "West Siders Will Boost for Franchise," *Cedar Rapids Evening Gazette*, March 15, 1913, 1, 15; "New Street Car Schedule to Start Next Sunday Morning," *Cedar Rapids Evening Gazette*, December 8, 1913.

<sup>22</sup>"New Bank is Model of Beauty and Convenience," *Cedar Rapids Evening Gazette*, September 7, 1911, 1, 3; *The Gazette's Cedar Rapids City Directory* (Cedar Rapids: Gazette, 1909, 1911, 1912).

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

He was also a member of the WSIL and offered space in his store for league events. Other spaces on the second floor were occupied by Dr. Reginald Maresh, a dentist, and Dr. Emma Jewel Neal, both of whom relocated from 126 Third Avenue West.<sup>23</sup>

Capitalizing on the success of his first building, Thomas Warriner, also a WSIL member, erected the first major commercial building on Third Avenue West between Second Street and Third Street in 1911-1912. Located at 219-223 Third Avenue West, it was a substantial two-story brick building with three storefronts and office space on the second story. The first tenant was S.W. Svec, a local butcher and grocer, who leased the 223 storefront. It was described as “a hustling addition to the Third Avenue west business community.” The other spaces were leased by another grocer, H. W. Robinson, at 221, and the Sanitary Bottling Works, soon joined by the Great Tobacco Works, at 219. By 1914, the building was appearing in the city directories as the Warner Building.<sup>24</sup>

Members of the Gatto family continued to strengthen their holdings on Third Avenue West. In 1913, Joseph Campagna, who was related to the family through marriage, requested a permit from the Cedar Rapids City Council to build a “moving picture theater” at 108 Third Avenue West. The new Colonial Theatre opened on January 4, 1914, under the management of Tony Campagna, who married Lena Gatto, the daughter of August Gatto. It was described as “one of the finest and most elaborate additions to Cedar Rapids coterie of moving picture shows” with an exterior of buff-colored pressed brick with the entrance finished in mahogany and white marble, illuminated by eighty-three Tungsten lamps. A show window opening onto office space was next to the entrance. The interior theater space had paneled mahogany walls and beam ceiling and seated 360 people. A fifteen-foot stage for vaudeville performances was installed in front of the screen. It showed films of the Universal Motion Picture Manufacturing Company through the Laemmle Company of Des Moines. The opening show was “The Female Raffles” in four reels, depicting the adventures of an American detective in Paris. One newspaper account stated that musical accompaniment would be provided by piano, violin, and drums.<sup>25</sup>

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<sup>23</sup>*The Gazette's Cedar Rapids City Directory* (Cedar Rapids: Gazette, 1909, 1911, 1912); “Personal and Local: Gus Gatto will undoubtedly erect a two story brick building, with modern office suites on the second floor,” *Cedar Rapids Tribune*, April 29, 1910, 5; “Contract Let Today,” *Cedar Rapids Evening Gazette*, July 18, 1910, 6; “Gus Gatto, The First Italian to Do Things,” *Cedar Rapids Tribune*, February 3, 1911, 1; “West Siders Score Again,” *Cedar Rapids Evening Gazette*, January 20, 1912. In the 1900 federal census, the Gattos are listed as Gostino and Gena Gatto with their daughter Lena. In the 1910 census, they had Americanized their first names to August and Lena, and a son Wencil had been born. Emma Jewel Neal (1878-1971) had been elected to membership in the State Society Iowa Medical Women in 1906; see *Women's Medical Journal* 16 (July 1906): 115. Murray and Murry, 81, list her as one of eight women physicians in Cedar Rapids in 1950.

<sup>24</sup>“Council Grants Permits,” *Cedar Rapids Evening Gazette*, March 15, 1911, 12; “S. W. Svec Locates in Warriner Building,” *Cedar Rapids Evening Gazette*, September 13, 1912; *McCoy's Cedar Rapids City Directory* (Rockford Ill: McCoy Directory Company, 1912, 1914, 1916).

<sup>25</sup>“Other Council Doings,” *Cedar Rapids Evening Gazette*, August 4, 1913, 7; “New Theater on West Side Opens Tomorrow,” *Cedar Rapids Evening Gazette*, January 3, 1914, 10. An ad on the same page announces the opening show. Carl Laemmle was one of the founders of Universal, and the Laemmle Company acted as a distribution arm for the motion pictures. “New Picture House for West Side,” *Cedar Rapids Republican*, January 4, 1914. The theater is pictured in Henry and Warner, *Downtown and Beyond*, 86.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

The Colonial Theater added to the lively commercial variety of Third Avenue West. A review of city directories from the 1910s show a mix of businesses that catered to the local community such as groceries, bakeries, pharmacies, clothing stores, shoe repair, tobacco shops, as well as many doctors and dentists who had offices on the second floors of some of the larger buildings. By 1918, Tony Campagna is listed with August Gatto at 102. By 1920, the Poharsky Clothing Company relocated from 98 Third Avenue West, east of First Street, to 104, and a post office station had located in the pharmacy at 100 Third Avenue West. Of the buildings constructed before 1920, the People's Savings Bank at 101-105, the Gatto Building at 102-104, the Colonial Theater building at 106-108, the Warriner Building at 120, and the Warner Building at 219-223 are the only ones to survive.

By 1920, the Kingston area of the West Side was largely developed as a residential community with related services such as police, fire, schools, and churches of many denominations. The local residents worked in factories and industries clustered along the west bank of the Cedar River as well as along the corridors created by the Chicago & North Western and Chicago, Milwaukee & Saint Paul railroads. These included the Williams and Hunting Company planing mill and door and sash factory, the Hubbard Ice Company, the Cedar Rapids Pump Company, the Chandler Pump Company, the Universal Crusher Company, and the Douglas and Company starchworks. Many railroad workers also lived on the West Side. As stated in an earlier survey report, "The presence of industrial sites along the Chicago and North Western Railroad Corridor . . . did not discourage the building of residential neighborhoods. To the contrary, hundreds of single family dwellings and double houses were built along the tree lined streets. The ready employment provided by the factories was viewed as an asset of the neighborhood. Workers walked to work at one of the warehouses or factories located along the railroad corridor or hopped aboard one of the street cars."<sup>26</sup> Proximity of the central business district across the river was also a factor: "The block faces were densely developed with uniform setbacks for the new generation of residences. A majority of the houses featured front porches with many displaying decorative shingle cladding."<sup>27</sup>

City directories listings suggest a wide range of ethnic backgrounds among the residents as well as the merchants in the area, including German, Irish, Italian, and Bohemian, the last having spilled over from east side neighborhoods. The nearby factories along the riverfront, easy access to the new Third Avenue Bridge linking the West Side to the new civic center and downtown, and a major streetcar line all helped to make Third Avenue West a center of commerce.

### **Changes in the 1920s and 1930s**

Many of the businesses on Third Avenue West remained through the 1920s, although some moved from one building to another, seeing the value of retaining a local customer base. The blockfront on the south side of Third Avenue West between Second Street and Third Street became almost completely commercial with the construction of the Kingston Realty Company Building, better known as the Acme Greeting Card Company Building, at 201-209 Third Avenue

<sup>26</sup>Marlys A. Svendsen, City of Cedar Rapids Architectural and Historical Survey of the Central Business District and Associated Industrial Corridors c. 1865 – c. 1945 (Cedar Rapids, 1996), 49.

<sup>27</sup>Svendsen, 2000, E:49.

West Side Third Avenue SW Historic District

Linn, Iowa  
County and State

Name of Property

West in 1923-1924. Designed by Herbert Rugh, the architect of several Cedar Rapids school buildings, the one-story Kingston Building was described as having “a style and character all its own, to provide store fronts that would attract attention and at the same time be practical and economical.” The multicolored brick facing with polychrome terra cotta detail sets off large plate glass windows. Early tenants were the Taeye Hardware Company at 201, the Grand Union Tea Co. at 207, and the Luce Home Bakery at 209. Taeye remained in the building until about 1934 but moved from the corner to 205 in about 1930. Nemmers & Barge Drug Company, later Barge Pharmacy, succeeded Taeye in the corner store. Other tenants changed more frequently.<sup>28</sup>

Rowell Hardware remained the primary tenant in the Warriner Building at 120 well into the 1930s. Tenants in the Warner Building tended to change more often, although Joseph Burianek and his tobacco businesses remained at 219 until the mid-1930s. The Benner Tea Company succeeded H. W. Robinson at 221 by 1926. The small one-story commercial building at 211, which was located between the Kingston and Warner buildings and predated both of them, housed a shoe repair business for many years. Tony Campagna remained associated with August Gatto at 102. By 1928, Tony Caito, a grocer and fruit seller, is listed at 102, where he remained through 1939.<sup>29</sup>

The city adopted its current street naming conventions in about 1930. At that time Third Avenue West became Third Avenue SW. A modest amount of new construction occurred in the 1930s, most notably at 110-114 Third Avenue SW, where a one-story brick store building constructed in 1932 replaced two earlier buildings. Like the Colonial Theater building and the Gatto Building immediately to the east, this building is associated with the Gatto family. Wencil Gatto, a son of August, was the proprietor of the Local Drug Company, located at 110 Third Avenue SW. The 112-114 section of the building was occupied by the Great Atlantic & Pacific Tea Company, which had previously located at 126 Third Avenue SW. It remained there until 1937. Gatto then expanded his business, calling it the Local Drug and Lunch Company, offering a “complete line of drugs [and] lunches with booth service.”<sup>30</sup>

The Colonial Theater remained in business until about 1935 or 1936. Its closure may have reflected changes in movie going habits and technology, but that year the Universal film company forced Carl Lammler out of the business, which also affected the distribution company. The theater building was remodeled to contain two storefronts with shops, and new signs were installed. The first tenant in the remodeled space was the Ben Franklin variety store. Also that year, Rowell Hardware relocated from the Warriner Building at 120 to the 223 storefront of the Warner Building, to be replaced by Martin’s Grocery.<sup>31</sup>

<sup>28</sup>“Kingston Building Marks Fine West Side Improvement,” *Cedar Rapids Republican*, August 12, 1923, 22. Rugh’s design of the building is noted in “Mrs. Boales to Stay at the Arthur School,” *Cedar Rapids Evening Gazette*, Sept. 5, 1921, 10; and “Benjamin Franklin Junior High School Designed for Maximum Efficiency,” *Cedar Rapids Evening Gazette*, October 14, 1922, 8. See also, *McCoy’s Cedar Rapids City Directory*, 1926, 1928, 1931, 1933, 1934, 1935.

<sup>29</sup>*McCoy’s Cedar Rapids City Directory*; Sanborn Map Company, 1913, sheet 85. Caito, like August and Lena Gatto, was an Italian immigrant.

<sup>30</sup>*McCoy’s Cedar Rapids City Directory*; *Polk’s Cedar Rapids (Linn County, Iowa) City Directory*, (Rockford, Illinois: R. L. Polk and Company, 1938, 1939); Sanborn Map Company, 1949, sheet 80.

<sup>31</sup>*McCoy’s Cedar Rapids City Directory*.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

During these decades, much of the West Side remained a densely populated and mostly developed residential community, despite the effects of a major flood in 1929. The continuing growth of commerce and industry along the riverfront after levees were constructed to the north, along the railroad corridors, and on major streets like Third Avenue SW displaced earlier residential buildings. These trends also continued across the river, especially in the downtown area as early commercial blocks were replaced by larger office and commercial buildings. Even though the growth in automobile ownership and the improvements in roads allowed greater mobility, West Side residents still appreciated the convenience of shopping in a local commercial district.

### **The World War II Era and After**

The decade of the 1940s brought further change to Third Avenue SW, both in different tenants in existing buildings and some new construction. A gasoline and auto service station was built at 225 Third Avenue SW in about 1940, replacing one of the last residential buildings on the block front. It remained in this use under various owners until the late 1960s. The one-story concrete block structure was joined to the Warner Building at 219-223 in the 1990s.<sup>32</sup>

The north side of Third Avenue SW between Second Street and Third Street was becoming more commercial. In the 1942 city directory, an open air market is listed at 222 Third Avenue SW. Later that year, a large concrete and brick store building with a low hipped roof was constructed at that address for the Great Atlantic & Pacific Tea Company, which had been located previously in the block to the east. Its presence reflected the continuing growth of national supermarket chains, even as Martin's Grocery was still operating at 120.<sup>33</sup>

Tenants continued to change in the Kingston Realty Company Building. Acme Greeting Card Company was located at 201 Third Avenue SW by 1945. The company had taken over the entire building by 1949 as illustrated on the 1949 Sanborn Map. Also by 1945, Ilten Hardware, which still retained a shop in the Kingston Building at 203, had also expanded into 219 Third Avenue SW. After the company acquired the entire building a few years later, it is listed as the Ilten Building, 219-223 Third Avenue SW, even though there were other tenants in two of the storefronts.<sup>34</sup>

The latest surviving building from the district's period of significance was built at 215-217 Third Avenue SW in 1946 for the Sioux City Brewing Company. The company had been previously located in the 207 section of the Kingston Building. The one-story concrete and brick building was constructed with two storefronts with large plate glass windows framed by brick. The brewing company was in the 215 section, and the Dixie Cream Donut Company was in the 217 section. Both businesses remained there until the early 1960s.<sup>35</sup>

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<sup>32</sup> *Polk's Cedar Rapids City Directory*; Sanborn Map Company, 1949, sheet 85

<sup>33</sup> *Polk's Cedar Rapids City Directory*; Sanborn Map Company, 1949, sheet 80.

<sup>34</sup> *Polk's Cedar Rapids City Directory*; Sanborn Map Company, 1949, sheet 85.

<sup>35</sup> *Polk's Cedar Rapids City Directory*; Sanborn Map Company, 1949, sheet 85.

West Side Third Avenue SW Historic District

Name of Property

Linn, Iowa

County and State

Interestingly, except for a café for a few years in the 1920s at 104 Third Avenue SW and Local Drug & Lunch at 110 Third Avenue SW, there had been no eating establishments on these blocks. That changed when John Delaney opened a tavern at 102 in the Gatto Building in about 1946. The space remained in use as a tavern and bar into the 2000s under various names, the One-O-Two Club, Ted's Happitime, and Happy Time Tavern.<sup>36</sup>

Both the People's Savings Bank and Smulekoff's Furniture remained major presences on the south side of Third Avenue SW between First Street and Second Street. The bank installed a one-story extension on the south side of the building in the late 1940s that was later adapted for drive-up banking. Smulekoff's opened another larger store building on the east side of the river. By 1957, it was using its Third Avenue building for storage.<sup>37</sup>

The West Side remained a strong residential community in the 1940s and 1950s. Much of the local industry was still focused along the riverfront and First Street SW. Local residents could still walk to work or take local buses. Improved bridges at First and Second Avenue provided more routes to downtown Cedar Rapids which also saw increased development and redevelopment during these years. The introduction of parking lots for some businesses on both sides of the river, as well as the installation of drive-up banking, indicate the increased importance of the automobile, not only on the West Side but throughout the city of Cedar Rapids. Changes engendered by the automobile intensified in the following decades.

### **Changes after 1960**

By the 1960s, Third Avenue SW was seeing changes in the kinds of businesses serving the West Side, with a variety of specialized retail and service establishments. In about 1965, Smulekoff's sold its building to the bank which had become the People's Bank and Trust Company in 1961. The furniture warehouse was demolished and replaced by a two-story addition to the bank building in 1966.

The construction of the Interstate 380 as an elevated six-lane expressway to the west of Third Street SW in the 1970s created a boundary between the Third Avenue SW commercial area and its immediate residential neighborhood and the larger residential community to the west. A review of city directory listings through the 1990s suggest that the retail and service businesses became even more specialized. In addition, lawyers and related court services found Third Avenue SW to be an advantageous location because of the proximity to the courthouse on May's Island.

The bank was an exception. In 1978, it added two stories to the 1966 section. The bank was acquired in 1990 by Norwest Bank Iowa, part of a large regional network. Architect Wilbert R. Hasbrouck of Chicago was commissioned to restore many of the historic elements of the exterior and interior. The bank also demolished the remaining buildings on the blockfront to create a

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<sup>36</sup>Polk's Cedar Rapids City Directory; Henry and Warner, *Downtown and Beyond*, 86.

<sup>37</sup>Polk's Cedar Rapids City Directory; Sanborn Map Company, 1949, sheet 86; George T. Henry and the History Center, *Cedar Rapids, Iowa* (Chicago: Arcadia Publishing, 2001), 39.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

parking lot and added a new drive-through kiosk at the corner of the parking lot off Second Street.<sup>38</sup>

These blocks of Third Avenue SW retained a strong commercial presence until much of the larger Kingston area experienced massive flooding in 2008. As a result, many of the heavily damaged buildings in the surrounding area as well as some on Third Avenue SW have been demolished.

Despite such changes, the West Side Third Avenue SW Commercial Historic District retains much of the historic character and architectural presence that evokes a once thriving community west of downtown Cedar Rapids.

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<sup>38</sup>Henry and Warner, *Cedar Rapids Then and Now*, 62; David Gebhard and Gerald Manheim, *Buildings of Iowa* (New York: Oxford University Press, 1993), 186.

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

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West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

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Name of Property

Linn, Iowa  
County and State

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**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

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### 10. Geographical Data

**Acreage of Property** 5.36

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

**Or**

#### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

- |             |                            |                             |
|-------------|----------------------------|-----------------------------|
| 1. Zone: 15 | Easting: 609803.5701361443 | Northing: 4647761.087405935 |
| 2. Zone: 15 | Easting: 609854.8290424026 | Northing: 4647661.928371486 |
| 3. Zone: 15 | Easting: 610009.498922689  | Northing: 4647842.017416758 |
| 4. Zone: 15 | Easting: 610043.6729739633 | Northing: 4647775.91230812  |

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

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

The West Side Third Avenue SW Historic District consists of the blockfronts of Third Avenue SW and their associated properties, extending from the western curb line of First Street SW to the eastern curb line of Third Street SW.

**Boundary Justification** (Explain why the boundaries were selected.)

These boundaries encompass the two blocks with the largest number of surviving commercial buildings in close physical proximity. Parkland and flood walls separate the district from the river to the east. The elevated structure of Interstate 380 just west of Third Street SW creates a barrier at the west.

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**11. Form Prepared By**

name/title: \_\_\_\_\_  
organization: Summit Envirosolutions, Inc.  
street & number: 1217 Bandana Boulevard N.  
city or town: Saint Paul state: MN zip code: 55108  
e-mail \_\_\_\_\_  
telephone: \_\_\_\_\_  
date: \_\_\_\_\_

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**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

West Side Third Avenue SW Historic District  
Name of Property

Linn, Iowa  
County and State

### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: West Side Third Avenue SW Historic District

City or Vicinity: Cedar Rapids

County: Linn State: Iowa

Photographer: Sara Nelson

Date Photographed: December 2012, March 2013

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking northwest.
- 2 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking north-northeast.
- 3 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking north-northwest.
- 4 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking northeast.
- 5 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking west.
- 6 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking northeast.
- 7 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking east-southeast.
- 8 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking east.
- 9 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking southwest.
- 10 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking northeast.
- 11 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking east.
- 12 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking southwest.
- 13 of 13. 1<sup>st</sup> Street SW, West side of street, looking northwest

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photo 1 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking northwest.



Photo 2 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking north-northeast.



Photo 3 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking north-northwest.



Photo 4 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking northeast.



Photo 5 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking west.



Photo 6 of 13. 3<sup>rd</sup> Avenue SW, North side of street, looking northeast.



Photo 7 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking east-southeast.



Photo 8 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking east.



Photo 9 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking southwest.



Photo 10 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking northeast.



Photo 11 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking east.



Photo 12 of 13. 3<sup>rd</sup> Avenue SW, South side of street, looking southwest.



Photo 13 of 13. 1<sup>st</sup> Street SW, West side of street, looking northwest

