

Site Inventory Form
State Historical Society of Iowa
 (November 2005)

State Inventory No. 29-01089 New Supplemental
 Part of a district with known boundaries (enter inventory no.) 29-03685
 Relationship: Contributing Noncontributing
 Contributes to a potential district with yet unknown boundaries
 National Register Status:(any that apply) Listed De-listed NHL DOE
 9-Digit SHPO Review & Compliance (R&C) Number _____
 Non-Extant (enter year) _____

1. Name of Property

historic name F.W. Woolworth Company
 other names/site number Downtown Survey Map # DT-58

2. Location

street & number 301 Jefferson
 city or town Burlington vicinity, county Des Moines
 Legal Description:(If Rural) Township Name _____ Township No. _____ Range No. _____ Section _____ Quarter of Quarter _____
 (If Urban) Subdivision Original City Block(s) _____ Lot(s) Lot 368 & N 30' Lot 367

3. State/Federal Agency Certification [Skip this Section]

4. National Park Service Certification [Skip this Section]

5. Classification

Category of Property (Check only one box)	Number of Resources within Property			
	If Non-Eligible Property		If Eligible Property, enter number of:	
	Enter number of:		Contributing	Noncontributing
<input checked="" type="checkbox"/> building(s)	—	buildings	<u>1</u>	— buildings
<input type="checkbox"/> district	—	sites	—	— sites
<input type="checkbox"/> site	—	structures	—	— structures
<input type="checkbox"/> structure	—	objects	—	— objects
<input type="checkbox"/> object	—	Total	<u>1</u>	— Total

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).
 Title Intensive Level Historical and Architectural Survey of "East" Downtown Burlington, IA Historical Architectural Data Base Number 29-034

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
<u>02F04: Commerce/Trade – department store</u>	<u>08C01 – art gallery</u>
_____	<u>02F – retail center (toy store, book store)</u>
_____	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>09F05: Commercial / brick front</u>	foundation <u>10B – poured concrete</u>
_____	walls (visible material) <u>03 – brick</u>
_____	roof <u>not visible</u>
_____	other <u>05E - aluminum 04A - granite</u>

Narrative Description (SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

8. Statement of Significance

Applicable National Register Criteria (Mark "x" representing your opinion of eligibility after applying relevant National Register criteria)

<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	A Property is associated with significant events.
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> More Research Recommended	B Property is associated with the lives of significant persons.
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	C Property has distinctive architectural characteristics.
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	D Property yields significant information in archaeology or history.

County Des Moines Address 301 Jefferson Site Number 29-01089
City Burlington District Number 29-03685

Criteria Considerations

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

Areas of Significance (Enter categories from instructions)

05: Commerce
02: Architecture

Significant Dates

Construction date 1958 check if circa or estimated date
Other dates, including renovation _____

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect _____

Builder _____

Narrative Statement of Significance (SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

9. Major Bibliographical References

Bibliography See continuation sheet for citations of the books, articles, and other sources used in preparing this form

10. Geographic Data

UTM References (OPTIONAL)

Zone	Easting	Northing	Zone	Easting	Northing
1	_____	_____	2	_____	_____
3	_____	_____	4	_____	_____

See continuation sheet for additional UTM references or comments

11. Form Prepared By

name/title Steve Frevert, commission member Rebecca L. McCarley, consultant, Davenport
organization Burlington Historic Preservation Commission date January 23, 2013
street & number City Hall, 400 Washington Street telephone 319-753-8158
city or town Burlington state Iowa zip code 52601

ADDITIONAL DOCUMENTATION (Submit the following items with the completed form)

FOR ALL PROPERTIES

- Map:** showing the property's location in a town/city or township.
- Site plan:** showing position of buildings and structures on the site in relation to public road(s).
- Photographs:** representative black and white photos. If the photos are taken as part of a survey for which the Society is to be curator of the negatives or color slides, a photo/catalog sheet needs to be included with the negatives/slides and the following needs to be provided below on this particular inventory site:

Roll/slide sheet #	_____	Frame/slot #	_____	Date Taken	_____
Roll/slide sheet #	_____	Frame/slot #	_____	Date Taken	_____
Roll/slide sheet #	_____	Frame/slot #	_____	Date Taken	_____

See continuation sheet or attached *photo & slide catalog sheet* for list of photo roll or slide entries.

Photos/illustrations without negatives are also in this site inventory file.

FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL

- Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or noncontributing status)
- Barn:**
 - A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
 - A photograph of the loft showing the frame configuration along one side.
 - A sketch floor plan of the interior space arrangements along with the barn's exterior dimensions in feet.

State Historic Preservation Office (SHPO) Use Only Below This Line

Concur with above survey opinion on National Register eligibility: Yes No More Research Recommended
 This is a locally designated property or part of a locally designated district.

Comments: _____

Evaluated by (name/title): _____ Date: _____

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F.W. Woolworth Company
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7. Narrative Description

This is a one story brick commercial building facing Jefferson Street to the north on the entire east half of the south side of the 300 block of Jefferson Street. The foundation is poured concrete, visible only on the west side. The east and west walls are light brown brick, with the east side wall extending above the height of the front/north wall. The building has a two-level flat roof, with the area above the mezzanine at the rear/south raised higher; this is not visible from the ground. The top of the east wall is unornamented; it extends in a low, level parapet to meet the east extension of the display windows, slightly above the mezzanine roof level, so that the building appears to be all one level when viewed from the east. The south wall abuts the adjacent building and is not visible. There are three recessed entries on the storefront (north façade). The east and middle entries have double doors and lead into common vestibules and a second set of doors to enter the businesses on either side (1988 remodel), while the west entry is a single door that leads directly into the business (1992 remodel). The storefront consists of large display windows above a low bulkhead of smooth red granite panels. This storefront design wraps around slightly on the east side of the building. The area above the display windows is clad in vertical metal siding (presumably aluminum) with a wide, flat corrugated pattern. It is mostly hidden by a single prominent fixed canvas awning all across the front of the building. This awning also wraps a few feet around the east side, giving it a mansard profile from the side. A photo circa 1961 shows that there was no awning originally, and the letters of the Woolworth sign were individually mounted on the sheet metal.

The entry on the south end of the east side leads to a common rear hallway, elevator, and stairs to the mezzanine level offices. The east side entry also has a fixed canvas awning that extends from the top of the doorway through a slot to the roof level. There are two pairs of horizontal windows on the east side. This flat wall area is broken up by nine evenly spaced vertical channels, one brick wide and half a brick deep. The west (alley) side is a simple brick wall, with a lower parapet in front and a higher parapet to the rear for the interior mezzanine level. There is a pedestrian door on the west side above grade, since the pavement slopes to the south.

Inside, the mezzanine level offices are glassed in and overlook the ground level commercial spaces. There is a full basement. With the exception of changes in business signage and the addition of the awnings, the exterior has changed little from its original appearance.

8. Narrative Statement of Significance

The F.W. Woolworth Company building appears to contribute historically and architecturally to a potential Downtown Commercial Historic District. The building was constructed for the company in 1957-58, and they operated here for approximately 20 years. This was the first building constructed for the company, though they first opened a branch here in 1912. The building is an excellent example of 1950s modern commercial architecture. The low one-story building is "bookmarked" by vertical side brick walls, with the east wall rising above the front parapet. The storefront area is aluminum framed windows, with a smooth bulkhead. Metal clads the frieze of the façade, remaining in place behind the added awning. The overall building profile remained low on the exterior, though the store had ample

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interior space with the first story, mezzanine level, and full basement. Thus, the building also appears potential individually eligible for its modern retail architecture under Criterion C. Further assessment of the interior integrity would solidify this determination.

F.W. Woolworth Company opened in Burlington in 1912, a national chain of “five and ten cent” stores that started in New York in 1878 (*Hawk-Eye*, July 10, 1962, 35). It operated in the 1867 Hedge Block at 312-314 Jefferson for several decades. A main competitor, S.S. Kresge Company, opened shortly thereafter and operated in the west end of the block at 320-322 Jefferson. By 1940, the number of “5 cent to \$1.00” stores increased to three and remained concentrated on the north side of the 300 block of Jefferson: S.S. Kresge Company (320-322 Jefferson, Map #66, see #29-01095), F.W. Woolworth Company (312-314 Jefferson, Map #65, see 29-01092), and Neisner Bros, Inc. (308-310 Jefferson, Map #64, see #29-01090).

F.W. Woolworth Company had operated for over 40 years in the eastern section of the 1867 Hedge Block at 312-314 Jefferson when they decided to move to a new building across the street at the southeast corner of Jefferson and 3rd Street. This site had been occupied by the four-story brick Parsons Block since the 1860s (which was then known as the Eisfeld Block in the 20th century), and this large 19th century brick building was struck by fire on February 3, 1952 (“Seventh Costly Business Blaze Here Since 1950,” *Hawk-Eye Gazette*, August 11, 1952, 8). F.W. Woolworth Company signed a 20-year lease with the owner Cashway Realty Company of Cedar Rapids in February 1957, who then built a modern one-story commercial building on this corner (abstract pp. 69-71). The building was described as a “modern self-service store” in July 1962, with a first story and mezzanine level. The first story included household items, greeting cards, candy, costume jewelry, toys, cosmetics, pictures, etc., as well as a soft drink fountain and lunch counter. The mezzanine level had women’s and children’s ready-to-wear clothing, shoes, baby goods, draperies, etc. The new store opened here in 1958 (*Hawk-Eye*, July 10, 1962, 35).

The 1958 city directory then lists F.W. Woolworth Company at 301-11 Jefferson, with S.S. Kresge Company remaining at 316 Jefferson and Neisner Brothers at 304 Jefferson. The department stores also continued to be concentrated along Jefferson as well, with J.S. Schramm Company at 216-220 Jefferson, Klein’s at 400 Jefferson, Block & Kuhl Company at 412 Jefferson, J.C. Penney Company at 500 Jefferson, Brown Lynch Scott Company at 501-503 Jefferson, Sears Roebuck & Company at 519-523 Jefferson, and Montgomery Ward at 200 N. Main.

Woolworth’s is listed among the businesses operating still downtown at the bicentennial in July 1976 (*Burlington Hawk-Eye*, July 4, 1976, sec 1, p 12). The original lease for Woolworth’s ran through April 30, 1979 (abstract pp. 69-71). It appears that around this time they then relocated to Westland Mall in west Burlington.

The building then sat vacant for several years. Doug and Nancy Meck then bought the building in 1988 with two other co-owners, and they removed the building to smaller store spaces. Additional remodeling for a tenant on the west side and mezzanine then occurred in 1992.

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At the current time, the west storefront is occupied by a toy store, the middle is occupied by a bookstore, and the east half of the building is occupied by the non-profit Art Guild of Burlington as gallery, classroom, and office space. The latter organization owns the entire building.

9. Major Bibliographical References

Abstract at Des Moines County Title & Abstract Co.

City Directories, Burlington, Iowa, various dates. On microfiche at the Burlington Public Library

Deed records, per transfer books at Des Moines County Auditor's Office.

Downtown Partners, Inc., a Division of the Greater Burlington Partnership, Burlington, Iowa. Collection of collected historic photographs of downtown Burlington.

Newspapers, various titles and editions. Particular special editions utilized:

Burlington Evening Gazette, March 24, 1906
Daily Hawk-Eye Gazette, September 2, 1938
Burlington Hawk-Eye Gazette, August 4, 1942
Burlington Hawk-Eye, July 10, 1962
Burlington Hawk-Eye, July 4, 1976

Sanborn Map Company. "Burlington, Iowa," Fire Insurance Maps. New York: Sanborn Map Company, 1886, 1892, 1900, 1931, 1952.

Smith, Claudia, and Marie Landon. 1976 survey of sites in Burlington. Iowa Site Inventory forms prepared on file at State Historic Preservation Office, Des Moines, IA.

Vertical files. Files on business/industry as well as individual businesses. Burlington Public Library, Burlington, Iowa.

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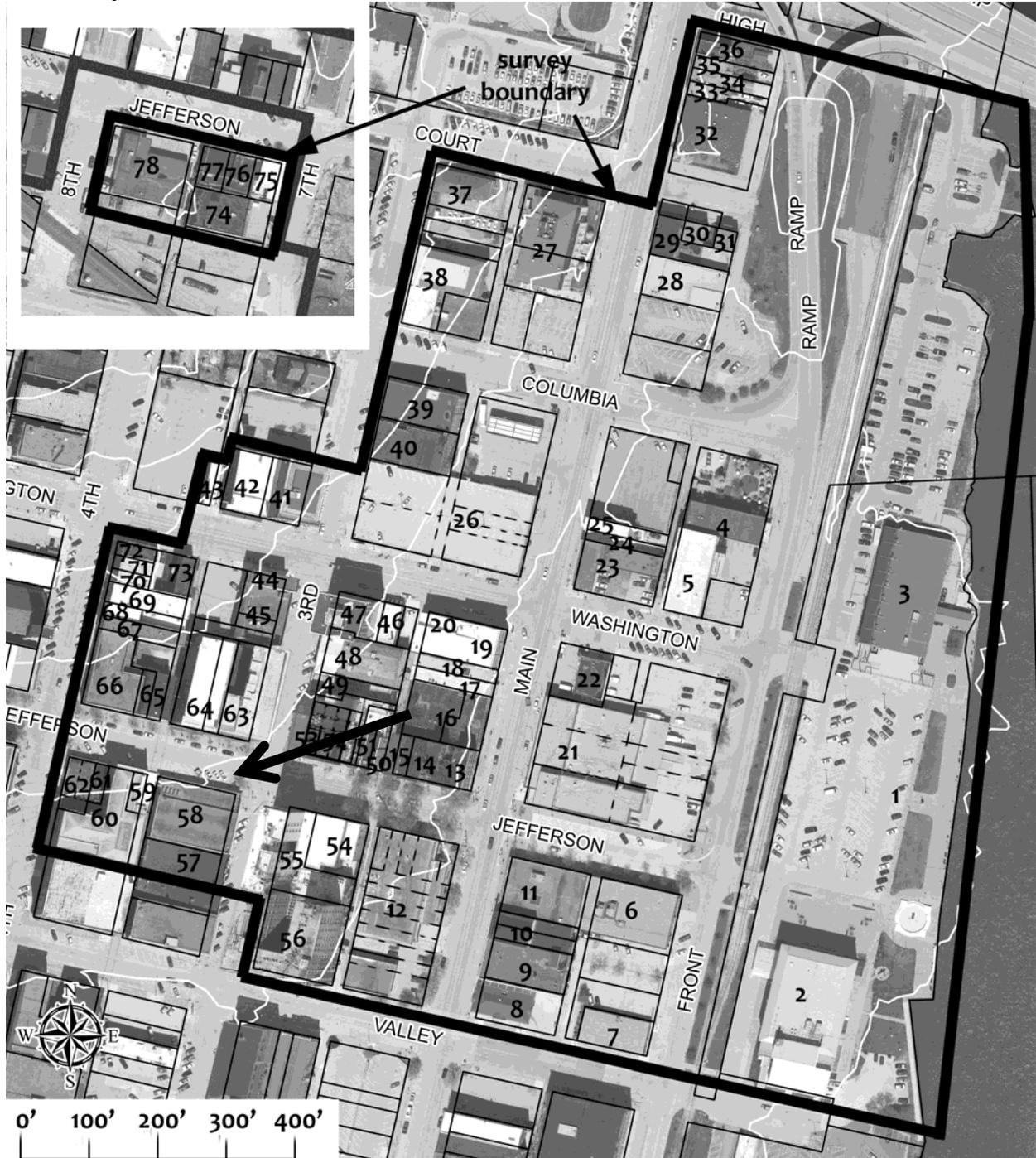
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Location map



Base aerial photography by Aerial Services Inc for Des Moines County GIS Commission, March 2010.

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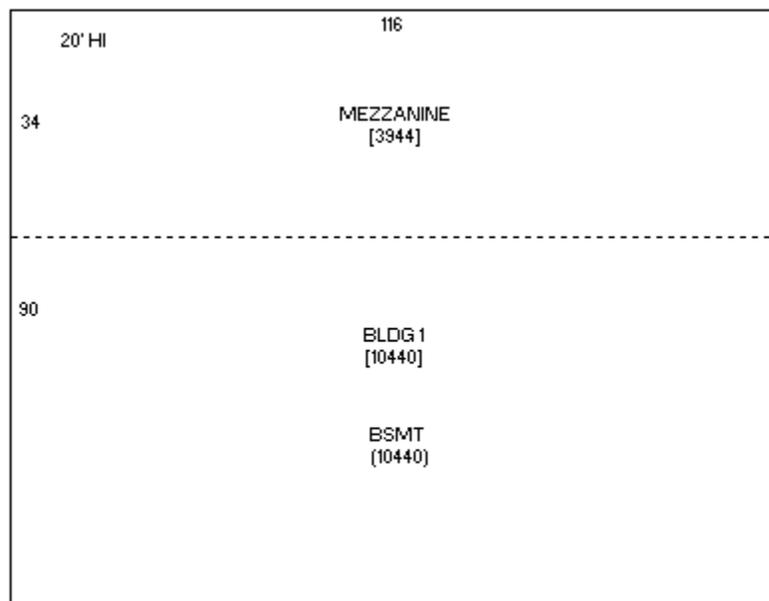
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Building plan (from assessor's website)



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Historic images



View of the building around 1961 (Downtown Partners collection)

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Digital photographs



Photograph 29-01089-001 – North elevation, looking southeast (McCarley, June 20, 2012)

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Photograph 29-01089-002 – Detail of storefronts, looking southeast (McCarley, June 20, 2012)

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Photograph 29-01089-003 – East elevation, looking west (McCarley, June 20, 2012)