

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

State Inventory No. 29-00096 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 Bock's Flower Shop

other names/site number Downtown Survey Map # DT-49

2. Location

street & number 308-10 N. Third Street

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) N32' W40' N23' E79'6" Lot 251

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:	
<input checked="" type="checkbox"/> building(s)	Enter number of:	Contributing	Noncontributing
<input type="checkbox"/> district	— buildings	<u>1</u>	— buildings
<input type="checkbox"/> site	— sites	—	— sites
<input type="checkbox"/> structure	— structures	—	— structures
<input type="checkbox"/> object	— objects	—	— objects
	— 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)

02E: Specialty store (florist)

Current Functions (Enter categories from instructions)

02B02: Commerce – engineer office

7. Description

Architectural Classification (Enter categories from instructions)

09F05: Commercial / Brick front

Materials (Enter categories from instructions)

foundation 04C: Limestone

walls (visible material) 03: Brick

roof 15: Synthetic

other 07: Terra cotta

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 type="checkbox"/> No <input checked="" 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 308 N. Third Street Site Number 29-00096
City Burlington District Number _____

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 1924 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 Washburn, George H.

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 Rebecca Lawin McCarley, Architectural Historian
organization SPARK Consulting / for Burlington Historic Preservation Commission date January 7, 2013
street & number 17 Oak Lane / City Hall, 400 Washington St telephone 563-324-9767
city or town Davenport / Burlington state Iowa zip code 52803 / 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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Bock's Flower Shop

Des Moines

Name of Property

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7. Narrative Description

The following description is copied from the December 2009 form prepared by Rebecca Lawin McCarley, SPARK Consulting, for Geode Resource Conservation and Development, Inc. No particular exterior changes are noted over the last three years. The interior was not reassessed within the scope of this survey project.

This is a two-story, brick commercial building constructed in 1924 for Bock's Flower Shop. The building sits on an older stone foundation, part of a previous building on the site. The dark brick façade is accented by white terra cotta tiles. The designs on the tiles are stylized natural forms, typical of the ornamentation of the period. The terra cotta tiles extend across the façade above the storefront, with large square tiles on the "pilaster" on either end. A second row of stylized rectangular tiles extend across the façade under the second story windows sills. A band also spans the façade above the lintels of the second story windows, stepping down on either end. The frieze has terra cotta tile work centered on it, a circle motif with extensions on both sides. The storefront has been modified from the original two entry design depicted on the 1924 sketch. However, it appears to have been remodeled while Bock's Flower Shop operated here in the 1970s, and it retains a side entry storefront door to minimize drafts. The original prism glass on the transoms may be in place behind the paneling. An exterior door to the second story was added during this storefront remodel at the far right (south). The second story wood windows appear to be original. The band of five windows consists of a one-over-one-light double-hung window, large picture window, one-over-one-light double-hung window, large picture window, and one-over-one-light double-hung window. Each double-hung window has a four-light transom, and each picture window has an eight-light transom. The windows share a continuous sill and continuous soldier brick lintel.

The side elevations of the building are party walls with the adjacent buildings, and they are not visible. The lot is irregular as it extends from 3rd Street back to the alley, with a 32-foot width for the west 40 feet of the building (which is two-stories) and a 23-foot width for the east (rear) 79 feet six inches of the building (which is one-story). The original building is described as 117 feet deep, so it extended the full depth of the current building. Approximately 20 feet of the one-story rear of the building is a section raised at half-story height with the remainder of the building. The result is raised space on the first story, with a garage under this space that opens directly onto the rear alley. This garage space may have been original, as the business had delivery trucks. The rear (east) elevation then appears as two stories, with a garage door extending across the first story. The second story has a center large opening with segmental arch lintel, which has paneling within it. A one-over-one-light double-hung wood window with segmental arch lintel is found on either side.

The interior of the first story has been remodeled for office space, likely in the early 2000s after Bock's Flower Shop closed. A lobby space is located on the west end, with three offices along the long hallway, and a kitchen at the rear. The raised rear portion is then accessed up steps, and it has two main spaces with no recent remodeling. Steps down lead into the garage. The garage has a pressed tin ceiling. The basement is accessed down steps from the garage. It has a stone foundation and older floor joists for the first story mixed with some later floor joists. The foundation and the older floor joists appear to have been reused from the earlier building on this lot. The second story is accessed from the

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exterior on the west (front) of the building. A historic double-door entry, including a mail slot, is located on the wood stairs inside of this exterior door. The stairs lead up to open stairs with a historic wood banister. The original office space has been rehabilitated into an apartment, with large open living room across the front, kitchen, bedroom, and bathroom. Historic moldings remain in several locations.

8. Narrative Statement of Significance

Bock's Flower Shop appears to contribute historically and architecturally to the potential Downtown Commercial Historic District. The building was built in 1924 for Bock's Flower Shop, a prominent business in downtown Burlington. It served as the headquarters and retail business for Bock's Flower Shop through 1965 when the Bock family sold the business. Bock's Flower Shop continued here until around 2001. The dark brick with white terra cotta accents reflects "modern" styling of new buildings within the downtown, in contrast with the older red brick buildings. The façade of the 1915 Palace Theater to the north utilized a large amount of terra cotta, and the Medical Arts Building to its north at the corner also utilized dark brick with light terra cotta accents in 1925-26, resulting in a "modern" looking block on N. 3rd Street by the time of its completion in 1926.

Per the December 2009 site inventory form, Bock's Flower Shop appears to be eligible for the National Register of Historic Places under Criterion A for its association with this prominent local business. The building was constructed for this company in 1924. At the time, the Bock family had been associated with the nursery business in Burlington since 1856, with several successful associated enterprises. The location served as the headquarters and retail business for Bock's Flower Shop through 1965 when the Bock family sold the business. Subsequent owners continued to operate Bock's Flower Shop here until around 2001. The associated greenhouses in the 3100 block of Sunnyside Avenue have been demolished. The Bock family homes appear to remain in that area. This building or these homes may be significant under Criterion B for their association with Bock family members. Bock's Flower Shop at 308 N. Third Street in Burlington may also be eligible for the National Register of Historic Places under Criterion C. The building was one of the last designs by local architect George Washburn, who died in April 1925. The original storefront and interior designs specific for use by the flower shop have been remodeled. However, the brick and terra cotta façade remains intact. The use of dark brick and contrasting white stylized terra cotta tiles provides interesting detailing for this 1920s commercial building that is more refined than most buildings of the period. The five-part second story windows with divided transom windows also remain intact.

The following history is largely copied from the December 2009 form prepared by Rebecca Lawin McCarley, SPARK Consulting, for Geode Resource Conservation and Development, Inc.

The history of the Bock family and the nursery business in Burlington dates back to 1856 when Jerome Bock moved to Burlington. His father was a gardener in Prussia, and Jerome entered into the Royal Botanic Gardens in England in 1844, where he remained until 1851. His brother Joseph was also a florist and landscape gardener of high repute in Germany, where he worked for a German baron. Jerome Bock established the largest nursery firm and first greenhouse in Burlington with the McNealley Brothers in 1856. His nephews Ernst and Joseph (sons of brother Joseph) immigrated to Burlington in

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1867. They had worked with their father in Germany and continued their education under their uncle Jerome. Jerome Bock split from his partnership with the McNeally Brothers around 1868, starting his own business. Ernst and Joseph continued to work for him until the late 1870s. Ernst bought 14 acres on Sunnyside Avenue and started his own greenhouses, and he was soon joined by brother Joseph. They operated the business together until 1889. At this time, they split their business, with Joseph operating the greenhouses and as a florist and with Ernst operating the nursery business (*History of Des Moines County* 1915: Vol. II, p. 276, 279, 420, 424; "Jerome Bock," *Burlington Gazette*, December 22, 1906, 6).

Joseph Bock's 1915 biography noted that his "expert knowledge of the business and his natural love for nature assisted him considerably in the successful conduct of his establishment, which from a small beginning developed into one of the most important institutions of its kind in southeastern Iowa" (*History of Des Moines County* 1915: Vol. II, p. 276). He was later credited as starting the first commercial greenhouse in the state, as well as owned the biggest and best equipped greenhouse in Iowa and the surrounding region. In 1908, the property was enlarged, with the addition of equipment new to this area. The property on Sunnyside Avenue grew to include 13 greenhouses, two deep wells, water works, a large heating plant, a gas plant, and three dwellings by 1915. Joseph married Elizabeth Wiemer in 1875, and they had three children: Emma (Fritz), Edwin (dentist in Fairfield), and Harry O. Joseph died on August 7, 1911, and wife Elizabeth continued the business with son Harry O. In 1915, the facilities were described: "The greenhouses are the most extensive in the county and she is able to supply to the trade plants and cut flowers of all kinds. There are fourteen acres in the home place and there are no more complete greenhouses with more thoroughly modern equipment in Chicago or other large cities than the Bock establishment in Burlington" (*History of Des Moines County* 1915: Vol. II, p. 279; "Mrs. Bock, 79, Taken by Death," *Burlington Hawk-Eye*, January 2, 1937, 2).

On February 1, 1919, the Bock business was sold from Elizabeth to son Harry O. Bock. It was "one of the oldest and most successful institutions of its kind in the city" with 60,000 cubic feet of glass in the greenhouses on Sunnyside and a headquarters and sales room in downtown Burlington. Harry planned to increase business of the greenhouse and add more workers to the 16 already employed ("Bock Florist Properties Sold by Mother to Son," *Burlington Hawk-Eye*, February 2, 1919, 11). In June 1922, Harry O. Bock's nephew Charles J. Kramer (son of George and Emma Wohlwend Kramer) entered the business, after studying at Fleischman Florists for three months in Chicago to learn the florist business. They planned to establish a wholesale department with their retail business ("C.J. Kramer to Manage Florists Business Here," *Burlington Hawk-Eye*, June 2, 1922, 2; "Tin Cup His Legacy," *Burlington Hawk-Eye*, December 14, 1966, 5). At this time, the retail store was located at 322 N. Third Street in Burlington.

On April 16, 1923, Harry O. Bock bought the property at 308-10 N. Third Street from Louis S. Jacobs for around \$20,000. It was the location of the Model Barber Shop and C.E. Gerling (optician and jeweler). He planned to rebuild the structure with a new front to harmonize with the Palace Theater and proposed Physicians and Doctors Building. After visiting Chicago to inspect modern flower shops, he would return to build the "most complete florist establishment ever in Burlington" ("Bock Buys Home," *Burlington Hawk-Eye*, April 17, 1923, 2). Plans for the new building were announced by Charles Kramer in December, with construction slated to begin on January 15. George Washburn designed the

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new building that would “provide facilities for the florist business that equal the best equipment of the large cities” (“Plan New Flower Shop to be Model Building,” *Burlington Hawk-Eye*, December 20, 1923, 2). Additional details and a façade drawing were published in the newspaper in March 1924. The old building had been demolished for the new 32 by 117 foot building with a modern brick and white terra cotta front. Details of the design included entry doors located inside of an arcade effect that opened from the sides to eliminate direct drafts through the store that were detrimental to flowers, a large concrete and cork storage box (29 feet long, 12 feet high, and 9 feet wide) for use for the wholesale business of firm that was cooled by refrigerating machine, and a retail sales room with a large glass display refrigerator. The second floor was anticipated to be occupied by Marinello Beauty Parlor, which was in the Iowa State Bank building (“Bock’s New Flower Shop, Now Under Construction, to be Finished June 1,” *Burlington Hawk-Eye*, March 9, 1924, 20).

Local architect George H. Washburn ordered the terra cotta elements from the Midland Terra Cotta Company in Chicago for the façade design (Gilfillen 1972). Midland is recognized as having pioneered the concept of “stock” terra cotta in Sullivan-esque and other styles, expanding the use of the material beyond costly custom orders. Molds were created for stock designs, which could then be utilized to mass produce terra cotta as needed to fill orders for particular features. The expense of production was then reduced and terra cotta could be utilized to enhance low-budget projects. Stock terra cotta was first produced in 1911, and orders filled by the company increased to 354 in 1915, primarily stock pieces. The white enamel glaze was standardized for Midland Terra Cotta pieces, simplifying the glazing process and reducing variation among orders. The glaze was also advertised as “self-cleaning” though soap and water were also promoted for easy cleaning of the terra cotta. The white glazed terra cotta appears much cleaner than the stone accents of earlier buildings, and its appearance became one of the largest attractions and sales advantages. The company’s annual orders peaked at 409 in 1922 (Schmitt 2002: 152, 168, 170, 173-174, 197). Architect William F. Weibley previously utilized terra cotta elements also ordered from the Midland Terra Cotta Company for the Remy Building (Moose Lodge) on the block to the north in 1915 (see Iowa Site Inventory #29-03670).

The 1924 city directory lists Bock’s Flower Shop at 308-310 N. Third Street. The second story does not have a tenant listed, and it is listed as vacant in the 1926 directory. In the 1928 city directory, the firm of W.D. Hanna & Co, investment bankers, is listed as the upper story tenant, with Walker D. Hanna, president; Alfred R. Kramer, vice president and treasurer; and T.C. Hanna, secretary. They continue to operate here until shortly after 1930. By 1935, the Rasche Insurance Agency was located on the second story (Fred N. Rasche, also Fred W. Rasche, writing insurance all kinds) as well as the Mutual Fire and Storm Insurance Association (Grover C. Dutweiler, president; A.J. Klein, vice president; O.H. Berges, 2nd vice president; Fred W. Rasche, secretary; C.H. Krueger, treasurer). The two firms appear to be related. The two companies, with some changing directors, continue to operate on the second story of this building through the 1970s.

Harry O. Bock continued as partner in Bock’s Flower Shop until his death in April 1930 at age 48. He had married Minnie E. Wohlwend in March 1910, and they had one son, Joseph N. He was survived by his mother Elizabeth, sister Emma, and brother Edmund (“Harry O. Bock Passes Away,” *Burlington Hawk-Eye*, April 8, 1930, 4). Upon his death, his family and Charles Kramer decided to incorporate the business as the Bock Floral Company. This property transferred from the family to the company on

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June 30, 1930. Joseph N. Bock joined his mother Minnie and late father's partner Charles Kramer in the business. The Bock Floral Company and Bock's Flower Shop continued to be listed at 308-310 N. Third Street until 1951. On April 2, 1951, Minnie E. Bock (president), Charles J. Kramer (vice president), and Joseph N. Bock (secretary) voted to dissolve the Bock Floral Company, with one-third interested in this property transferred to each of them on April 3. Their listing in the 1951 city directory notes that they are "Iowa's Oldest and Leading Florists." The greenhouse at 3100 Sunnyside Avenue continued to be operated by Joseph N. Bock.

Through the 1950s to 1965, Charles J. Kramer appears to have primarily operated Bock's Flower Shop in town while Joseph N. Bock appears to have primarily operated the greenhouses, though Minnie E. Bock remained as a partner. She died on May 20, 1964 at age 83. With her death, the remaining two partners thought about retirement. In December 1964, plans were made to sell Bock's Flower Shop and Bock's Greenhouses to local businessman Paul Kuenzle and his wife Jean Kuenzle (Trends, Inc.) on February 1, 1965, including the business and buildings. The new owners planned to retain the name as well as same personnel. Charles Kramer and Joe Bock also planned to remain in the business for a year to help with the transition to new management ("Bock's Firm is Purchased by Kuenzle," *Burlington Hawk-Eye*, December 9, 1964, 26).

The new management decided the Bock's Flower Shop was due for remodeling. The interior of the store was renovated to create a "downtown garden" effect and provide room for expanding floral lines and increased customer services. They intended to offer products locally that people currently traveled to Chicago to purchase. The business had 20 employees, three delivery trucks, and a distribution business that included Iowa City, Davenport, Galesburg, and Quincy. The downtown store was supplied by the three-acre greenhouse on Sunnyside Avenue, which produced 400,000 blooms per year under the direction of Harold Knickerbocker ("Bock's in New Wrapping," *Burlington Hawk-Eye*, October 31, 1965, 23).

In 1975, the Kuenzles sold the greenhouses to Mr. and Mrs. Donald Williams of Iowa City, while continuing to manage Bock's Flower Shop. This downtown building was later sold the Williams in 1987. In 1993, Bock's Flower Shop advertised as under the new ownership of Debbie Hyde. The building was sold through a sheriff's sale in 1997, though Bock's Flower Shop continued to operate here through 2001.

Geode Resource Conservation and Development, Inc, a non-profit partner of the USDA's Natural Resources Conservation Service, moved to this location in spring 2006. In September 2008, Rodney and Deborah Wittkamp sold the building to Geode RC&D. They consulted with Main Street Iowa in 2009 for façade improvements as well as the potential development of an apartment in the rear. However, they instead decided to move out of the building. Bruner, Cooper and Zuck, Inc., an engineering firm based in Galesburg, then opened a Burlington office in this building in April 2012.

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9. Major Bibliographical References

Antrobus, A.T. *History of Des Moines County Iowa and Its People*. Chicago, IL: S.J. Clarke Publishing Company, 1915.

"Bock" file, vertical files, Burlington Public Library, Burlington, Iowa.

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.

Gilfillen, Statler. *American Terra Cotta Index*. Park Forest, Illinois: Prairie School Press, 1972. Section of Iowa listings on file with State Historic Preservation Office, Des Moines.

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.

Schmitt, Ronald E. *Sullivan-esque: Urban Architecture and Ornamentation*. Urbana, IL: University of Illinois Press, 2002.

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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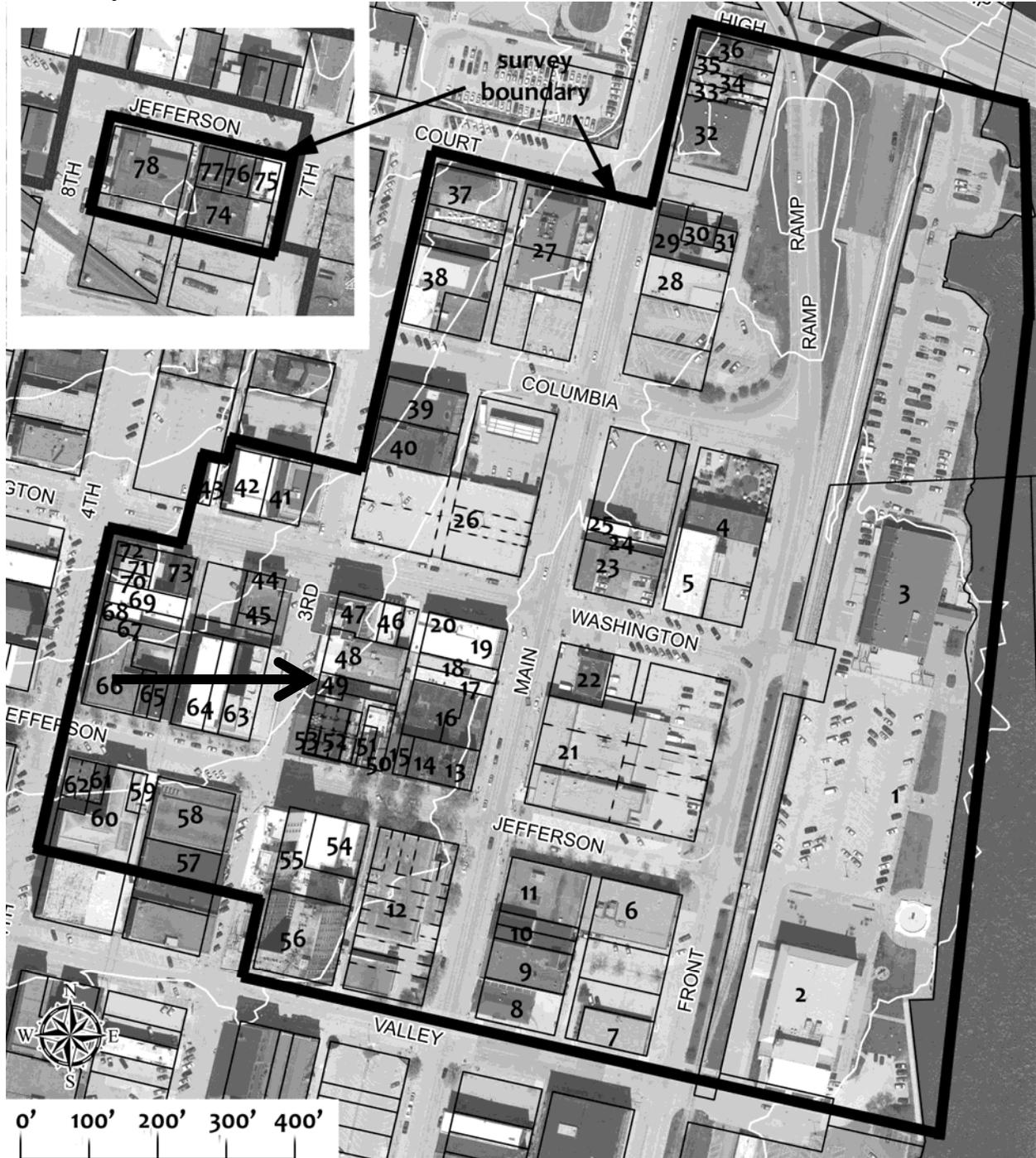
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Location map



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

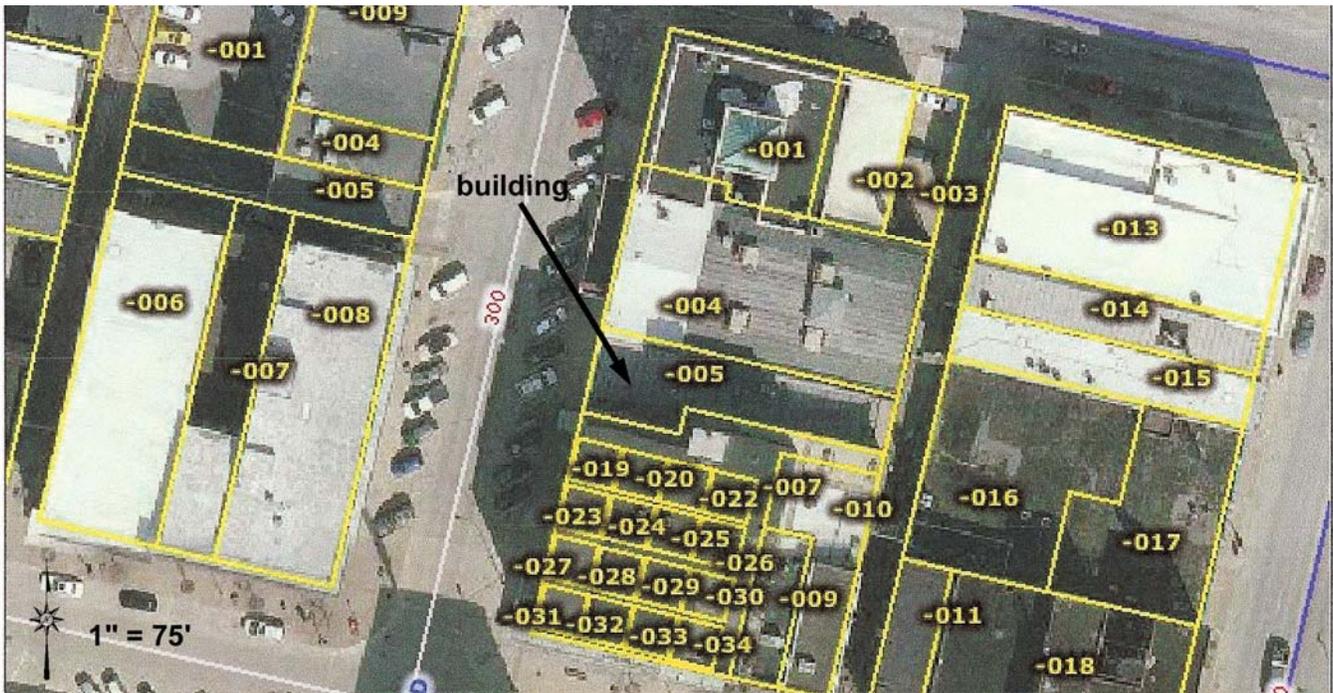
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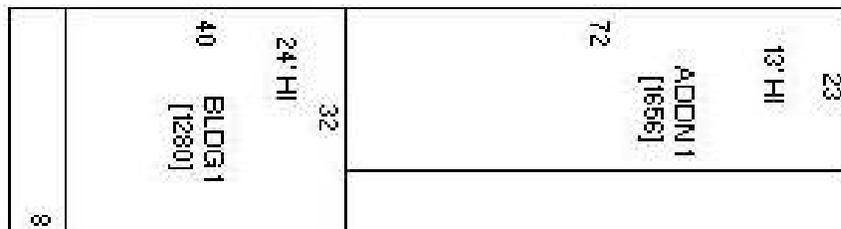
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Site plan



Building plan



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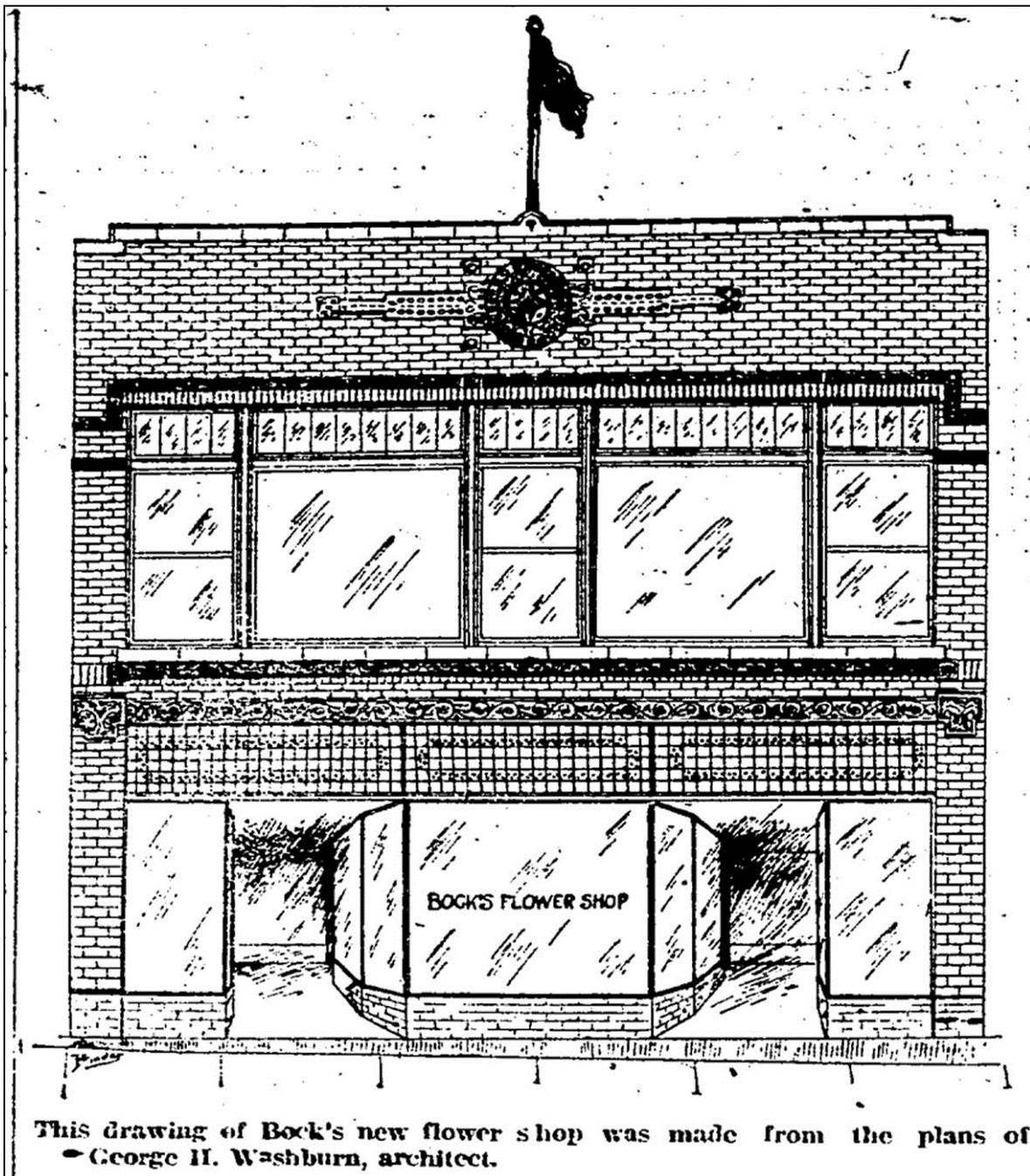
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Historic images



"Bock's New Flower Shop, Now Under Construction, to be Finished June 1,"
Burlington Hawk-Eye, March 9, 1924, 20.

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Photographs



Photograph 29-00096-001 - West elevation of building, looking east (McCarley, June 20, 2012)

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Additional photographs from earlier site inventory form



Façade (west elevation) of building (McCarley, November 2, 2009)

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Detail of terra cotta on west elevation of building (McCarley, November 2, 2009)

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Detail of terra cotta on first story of west elevation of building (McCarley, November 2, 2009)



East (rear) elevation (McCarley, November 2, 2009)

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First story, looking south to entry (McCarley, November 2, 2009)



First story, looking east to rear (McCarley, November 2, 2009)

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Rear raised room on first story, looking east (McCarley, November 2, 2009)



Stairs to second story, looking west (McCarley, November 2, 2009)

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Second story, looking southwest (McCarley, November 2, 2009)



Basement under south half, looking west (McCarley, November 2, 2009)