

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

State Inventory No. 29-01108 New Supplemental
 Part of a district with known boundaries (enter inventory no.) 29-03685, 29-0001
 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 J.C. Penney Company
 other names/site number Downtown Survey Map # J-127

2. Location

street & number 500-504 Jefferson 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 Starr & Grimes Subdivision of Original Lots 660-61 Block(s) Lot(s) 1-2-3, also 7-8

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 Enter number of:	If Eligible Property, 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 N/A *Historical Architectural Data Base Number* _____

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
<u>02F04: Commerce / department store</u>	<u>70: Vacant</u>
<u>02G: Commerce / restaurant</u>	_____
<u>02E07: Commerce / photographer</u>	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>09F05: Commercial / brick front</u>	foundation <u>10: Concrete</u>
_____	walls (visible material) <u>03: Brick</u>
_____	roof <u>08B: Rolled Asphalt</u>
_____	other _____

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 type="checkbox"/> Yes <input checked="" 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 500-504 Jefferson Street Site Number 29-01108
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

Significant Dates

Construction date 1928 check if circa or estimated date
Other dates, including renovation c.1954

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 Rebecca L. McCarley, consultant, Davenport research by Kay Weiss. commission member
organization Burlington Historic Preservation Commission date January 17, 2014
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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J.C. Penney Company

Des Moines

Name of Property

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7. Narrative Description

This is a two-story brick commercial building constructed after a fire at this corner in 1928. The lot slopes uphill to the alley at the rear, resulting in a three story front appearance and two story rear appearance. The façade is simple in design, typical of the 1920s. The “four color” brick was noted as modern at the time of the construction in 1928, reflective of buildings in larger cities and evoking a handsome appearance. Other original decorative details along the parapet were removed during the 1950s remodel. The building underwent a \$150,000 remodel in 1954, which appears to have included some exterior and interior work. The current recessed storefront with tile floor and large storefront windows likely dates to this period, along with the “second story” six-light metal windows and banding. Small yellow tile was applied to create a second story band, and small black tile was utilized on the storefront, reflecting the color scheme of J.C. Penney Company. The rebuilt cornice in buff brick likely also dates to this period. The four sets of paired double-hung “third story” windows are covered on the exterior. The east side of the building has a small brick bay with a display window, perhaps used for the second story dance hall and roof garden. The brick columns and tile roof lend a Spanish influence for the original Spanish Roof Garden. Historic wood double-hung windows remain on the second and third story of this side.

8. Narrative Statement of Significance

The J.C. Penney Company building appears to contribute historically to the potential Downtown Commercial Historic District (#29-03685). J.C. Penney Company is significant in the commercial history of downtown Burlington as one of several leading department stores and as a national store operating a local branch in town. Burlington was the second location for J.C. Penney Company in Iowa, and this building was constructed specifically for use by the business after a 1928 fire. Frank J. Foehlinger was also a significant photographer in Burlington in the first half of the 20th century, operating on the second story of the earlier building and then in the new building from 1928 into the 1940s. The J.C. Penney Company building is currently listed as contributing in the West Jefferson Street Historic District (1991, #29-00001). Further assessment of the interior would be required for full individual evaluation.

City directory research indicates that this property was the site of a retail establishment as early as 1862. Michael Fleming, grocer, was located at the northwest corner in 1862, with James Cowan, “photographer,” also located there. George W. Turner, flour, feed, fruit, and commission agent, operated here in the 1890s, following by stove and tinware dealers Kriechbaum & Dewein. By 1907, F.J. Foehlinger operated the photography studio at 500 ½ Jefferson.

Chain stores from other localities also had begun to open up locations in Burlington by 1920. J.C. Penney Company opened store #90 in Burlington, immediately following their first Iowa store (#89) in nearby Fort Madison. The 1920 city directory lists J.C. Penney Company at 405-407 Jefferson, operating downtown with the local department / dry goods stores of J.S. Schramm Company (218-220 Jefferson, Map #54), Wyman & Rand (313-317 Jefferson, Map #60), John Boesch Company (412-422 Jefferson, State Site #29-01103), J.H. Coe Company (501 Jefferson, Stein Block, State Site #29-

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01109, remodeled), and C.H. Biklen Company (505 Jefferson, also Stein Block, State Site #29-01109, remodeled). J.C. Penney first appears at this location at 500-504 Jefferson in the 1924 city directory, with F. J. Foehlinger, photographer, continuing to be listed at 500 ½ Jefferson.

Luke Palmer owned the site of this building from 1907 to 1922 when he sold it to Charles Maher. On March 31, 1923, Charles Maher and wife sold the property to J.W. Walsh, trustee. The Walsh family continued to own this property into the 1990s. The Walsh family owned the light/electric company and street railway system, as well as several other pieces of real estate.

The fire in January of 1928 was disastrous for both businesses. C.H. and M.A. Walsh worked to construct a new building per J.C. Penney's specifications, including a full 120 foot depth. This required acquisition of two buildings to the north, as well as six feet of the First Presbyterian Church property. The church declined to sell the strip, and the building was constructed at a depth of 114 feet. The Walsh brothers also had a building on 6th Street constructed for Harry Schroeder, furnace specialist, displaced by the construction of the larger building. The face brick for the new building was a mix of four colors – which would “make a building similar to the style of structures now being constructed in the large cities” (“Church Plans Do Not Allow Acceptance of Walsh Offer,” *Hawk-Eye*, March 1, 1928, 7). J.C. Penney briefly relocated into the Elks Building (300 Washington) in January 1928, and they then moved into new space at 6th and Jefferson in August 1928 (“Firm to Move to Elks Site When Vacated,” *Hawk-Eye*, August 16, 1928, 5). During the reconstruction, Mr. Foehlinger operated a studio further west in the block, and then moved into this new building as well.

One of the east facing windows on the Fifth Street side appears to have been built for display and features a more ornate wooden trim with a “Spanish” feel. This may have been used as a showcase for placards advertising the bands appearing at the Spanish Roof Garden, a dance venue that was located on the roof of the J. C. Penney store. The *Burlington Hawk-Eye* reported on August 31, 1928 that “a terrazo [sic] floor has been installed, and a sheltered house has been erected on one side, which will house a refreshment stand, orchestra booth, and a cloak room. The dancing floor is 40 by 87 feet, and eight feet of clear space surrounds each side. . . . A balcony equipped with three tiers of seats occupies one end, opening on a view of the entire floor” (“Spanish Style Roof Garden to Open Tonight,” *Hawk-Eye*, August 31, 1928, 4). This amenity is no longer extant.

The 1931 Sanborn fire insurance map then notes the J.C. Penney Company in the first story of a two-story building at 500-504 Jefferson, with a dance hall on the second story and roof garden. A balcony is noted towards the rear of the building, with a photography studio on the second story.

City directories list J.C. Penney Company at 500-504 Jefferson from 1930 into the 1970s. In 1940, department stores in Burlington included Brown Lynch Scott Company (501-503 Jefferson, State Site #29-01109, remodeled), Montgomery Ward & Company (200 N. Main, demolished), J.C. Penney Company (500-504 Jefferson, State Site #29-01108), J.S. Schramm Company (218-220 Jefferson, State Site #29-01086), and Sears Roebuck and Company (519-521 Jefferson, demolished). Department stores continued to be a strong downtown business sector in the post-war economy as well. The 1947 city directory lists Montgomery Ward (200 N. Main, demolished), J.S. Schramm

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Company (216-220 Jefferson, Map #52), G.R. Herberger's Inc. (412 Jefferson), J.C. Penney Co (500 Jefferson), and Sears Roebuck & Company (515 Jefferson).

Through the 1930s and into the 1940s, Foehlinger Studio also continued to be listed at 500 ½ Jefferson. It is listed as Foehlinger & Sonds in 1933 and as F.J. Foehlinger in 1935. The 1938 city directory lists Frank J. Foehlinger as the only person associated with Foehlinger Studio, noted as portrait photographers at 500 ½ Jefferson. They are last listed here in 1942. Frank Foehlinger continued to be listed as associated with the studio in the 1945 city directory, but it moved to the 2nd floor of the National Bank building (200 Jefferson). F. Paul and William H. Foehlinger were then also associated with the studio. No listing is then noted for 500 ½ Jefferson after this date.

City directories list J.C. Penney Company at 500-504 Jefferson through the 1950s and 1960s. By December 1954, a "building and expansion program" costing nearly \$150,000 was nearing completion for J.C. Penney Company ("Dawning New Year Finds Burlington Confidence High," *Hawk Eye Gazette*, December 31, 1954, page 3). It may have been at this time that the yellow tile face was installed above the street level display windows and the space behind the White Palace was enclosed. The 1963 Sanborn map also shows that the rear section of the building was extended to the west behind the 506-508 and 510 Jefferson buildings since 1952. The 1958 city directory then lists the department stores concentrated along Jefferson, 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.

Since J.C. Penney moved to the Westland Mall in the 1970s, the building has remained vacant. It was purchased in the fall of 2013 by a group that has plans for local development as a restaurant and dining space. Downtown Partners was awarded a \$75,000 Main Street Challenge Grant for the rehab of the building in January 2014. DPI will be a pass through for the funding to Steepletown Development LLC, which is undertaking the project.

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9. Major Bibliographical References

Brower, Steven. *West Jefferson Street Historic District*. National Register of Historic Places nomination form. On file at State Historic Preservation Office, Des Moines, IA. Listed on April 9, 1991.

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 scanned 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.

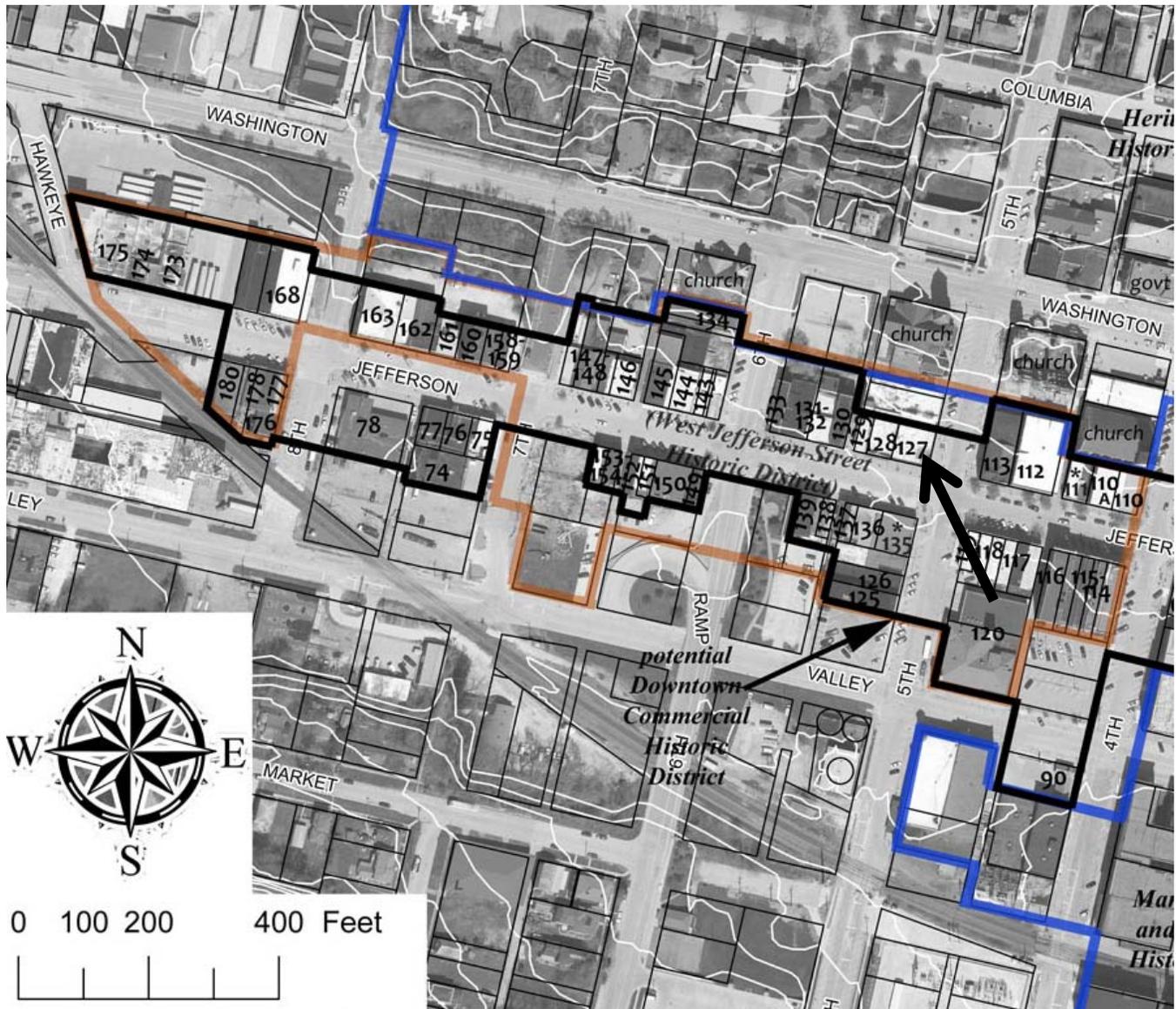
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Location map



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

* final district boundary includes building and rear sections

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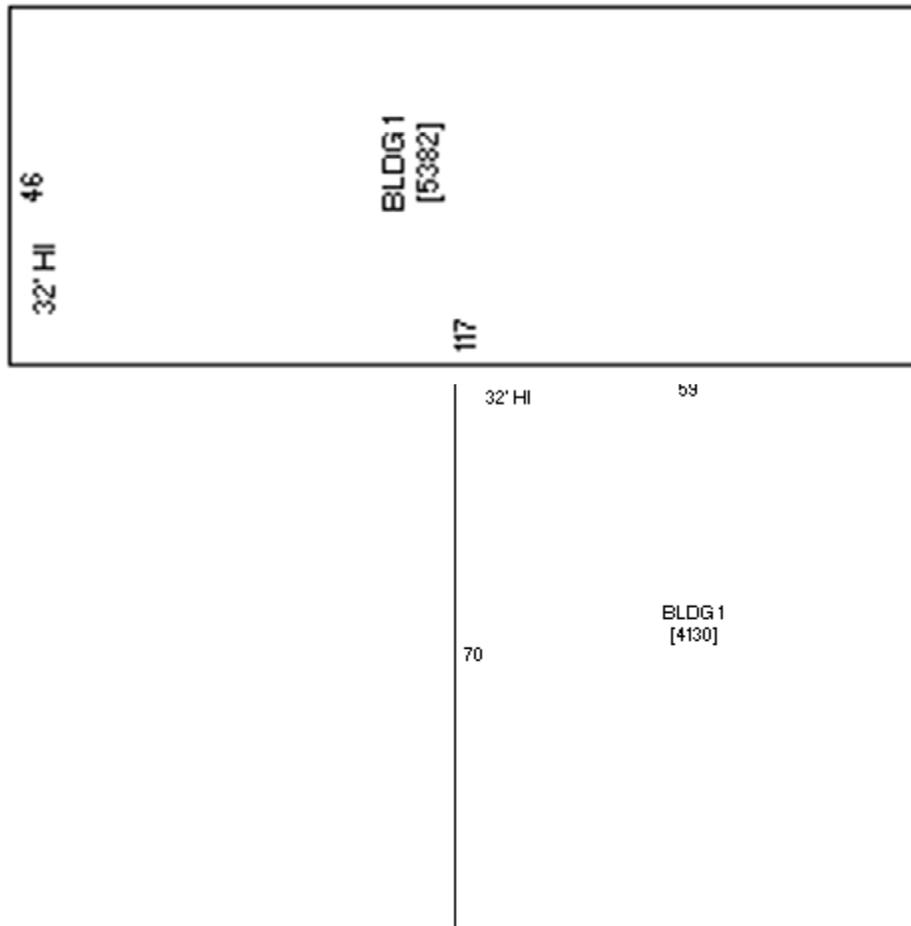
J.C. Penney Company
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Building plan (from assessor's website)



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Historic images



North side of 500 block of Jefferson - August 5, 1937 (Downtown Partners)

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Looking west to J.C. Penney Company in 1940 parade (Downtown Partners)

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J.C. Penney Company in early 1970s (Downtown Partners)

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North side of 500 block of Jefferson and J.C. Penney Company in 1970s (Downtown Partners)

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Digital photographs



Photograph 29-01108-001 – South and east elevations, looking northwest (McCarley, January 14, 2014).

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Photograph 29-01108-002 – South and east elevations, looking northwest (McCarley, January 14, 2014).

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Photograph 29-01108-003 – Remodeled storefront and second story, looking northwest (McCarley, January 14, 2014).

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Photograph 29-01108-004 – Remodeled storefront and second story, looking northwest (McCarley, January 14, 2014).

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Photograph 29-01108-005 – East and north elevations, looking southwest (McCarley, January 14, 2014).

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Photograph 29-01108-006 – North and west elevations of rear section, looking southeast (McCarley, January 14, 2014).