

1725

United States Department of the Interior
National Park Service

RECEIVED
NOV 23 1992
NATIONAL REGISTER

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name North High Street Historic District (Boundary Increase)

other names/site number _____

2. Location

street & number 233-411 High Street N/A not for publication

city or town Holyoke N/A vicinity

state Massachusetts code MA county Hampden code 013 zip code 01040

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 nationally statewide locally. (See continuation sheet for additional comments.)

Judith B. McDonough
Signature of certifying official/Title Judith B. McDonough Date Executive Director
Massachusetts Historical Commission, State Historic Preservation Officer
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register. See continuation sheet.
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): _____

Signature of the Keeper

~~Entered in the~~
National Register

Date of Action

Shelton Byrum

12/24/92

North High Street Historic
District (Boundary Increase)
Name of Property

Hampden County, MA
County and State

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
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 36 | 11 | buildings |
| | | sites |
| | | structures |
| | | objects |
| 36 | 11 | Total |

Name of related multiple property listing

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

N/A

**Number of contributing resources previously listed
in the National Register**

1 (City Hall NR:1975)

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commercial
Institutional
Residential

Current Functions

(Enter categories from instructions)

Commercial
Institutional
Residential

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN: Gothic, Second Empire,
Queen Anne, Romanesque Revival, Renaissance
Revival
LATE 19th & EARLY 20th C. REVIVALS: Classical
Revival, Tudor Revival
MODERN MOVEMENT: Art Deco

Materials

(Enter categories from instructions)

foundation STONE: granite; CONCRETE
walls BRICK, STONE, CONCRETE
roof STONE: slate; ASPHALT
other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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.)

- [X] 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.
[X] 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.)

Property is:

- [X] 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.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- [] preliminary determination of individual listing (36 CFR 67) has been requested
[X] previously listed in the National Register City Hall
[] previously determined eligible by the National NR: 1975 Register
[] designated a National Historic Landmark
[] recorded by Historic American Buildings Survey #
[] recorded by Historic American Engineering Record #

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE
COMMERCE
COMMUNITY PLANNING & DEVELOPMENT

Period of Significance

1871-1930

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Alderman, George P.B.; Clough, James A.;
Allens & Collens; Johnson, P.B.;
Kilburn, H.F.; Reid, W.B.

Primary location of additional data:

- [X] State Historic Preservation Office
[] Other State agency
[] Federal agency
[] Local government
[] University
[] Other

Name of repository:

Massachusetts Historical Commission

Name of Property

10. Geographical Data

Acreage of Property 9.8 acres

UTM References

(Place additional UTM references on a continuation sheet.)

| | | | |
|------|---------|----------|---------|
| 1 | 18 | 697580 | 4675260 |
| Zone | Easting | Northing | |
| 2 | 18 | 697500 | 4675180 |
| Zone | Easting | Northing | |

| | | | |
|------|---------|----------|---------|
| 3 | 18 | 697480 | 4675200 |
| Zone | Easting | Northing | |
| 4 | 18 | 697300 | 4674960 |
| Zone | Easting | Northing | |

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Margaret Hepler, Gregory Farmer and Bonnie Marxer, Senior Planner, Pioneer Valley Planning Commission with Betsy Friedberg National Register Director, MHC

organization Massachusetts Historical Commission date November 1992

street & number 80 Boylston Street telephone (617) 727-8470

city or town Boston state MA zip code 02116

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name various

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 1

7. DESCRIPTION

The three blocks of High Street in Holyoke between Dwight Street and Essex Street are an extension of the existing North High Street Historic District. They are anchored by the towering, granite City Hall (Atwood/Kilburne, MHC #101, Map #1, 1871-1876) and occupy a central position in Holyoke's downtown business district. This section of High Street was an important retail and banking center between 1880 and 1930, the time of Holyoke's peak prosperity and growth, and the time in which most of the present commercial buildings were erected. The various facades display the fashion of those years: ornate brownstone and brick of the 1880s, light-colored Beaux Arts cast stone of the turn-of-the-century, masonry in Renaissance Revival, and flatter, more simplified styles of the early 20th century. Most of the commercial buildings in the district extension are of pre-1940 construction, although many of the store fronts have been remodeled at street level. The increased boundaries include 233-411 High Street, as well as the City Hall Annex, located next to City Hall on the corner of Newton Place and City Hall Court, behind the commercial row facing High Street.

High Street runs along the edge of a terrace above Holyoke's mill district, enclosed in a bend of the Connecticut River. Downhill and parallel to High Street are three canals, drawing river water from above a dam and powering the city's industrial mills. Many of the large red brick mill buildings survive, though few remain active in the paper, fabric, and machine-making of Holyoke's turn-of-the-century heyday. Also on lower ground is Main Street, a second business district important in the early decades of Holyoke's development, but today a less active retail area than High Street. West of High Street on the terrace is a Catholic institutional complex and an area of mixed commercial and residential use that has suffered much demolition. Still farther west on the higher ground of a second terrace are the Highlands, a residential area built by industrial owners and managers and the entrepreneurs of the business districts.

The original district is north of the proposed boundary increase on High Street from Lyman to Dwight Streets. It consists of several blocks of commercial structures dating from the 1850s to the 1880s, which were listed on the National Register in 1986 as the North High Street Historic District. The majority of the North High Street District's buildings was erected before 1880, while the High Street Extension was built largely between 1880 and 1920. Taken together, they form a sequence of commercial architectural development in Holyoke.

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 7 Page 2

Stylistically, the original North High Street Historic District is dominated by Italianate and French Second Empire buildings and most of the buildings were constructed in red brick. The buildings in the boundary increase pick up with the Romanesque Revival, Beaux Arts and Renaissance Revival styles, and building materials include cast stone, cast iron and yellow brick, in addition to red brick. Trim materials expand to include terracotta, brownstone, and limestone.

Like the original district, the proposed boundary increase between 233 and 411 High Street consists of an almost uninterrupted row of commercial buildings linked with party walls and built flush to the sidewalk without setbacks. The City Hall, by contrast, is set back from the street, surrounded with grass, shrubs, and tall deciduous trees; a granite retaining wall separates walkways from plantings. Bisecting the east side and perpendicular to High Street is City Hall Court, a passageway park designated as a Korean Veterans Memorial. The City Hall Annex, behind the eastern commercial row, has doors facing City Hall Court and Newton Place, another pedestrian way parallel to High Street.

Several types of business blocks survive in the proposed district extension. On the west side of High Street are four narrow, four-story red brick buildings dating from the 1880s (245 High St., Map #26, MHC #93, ca. 1885; 249-251 High St., Map #27, ca. 1900; 281-283 High St., MHC #95, Map #31, ca. 1884; 285-287 High St., MHC #96, Map #32, ca. 1890). The simplest of these structures with arched window frames has minimal stone trim (249-251 High St., Map #27, 1881) while the more elaborate Romanesque Revival buildings are embellished with carved and rough-faced brownstone trim, parapeted dormers, and mansard roofs (245 High St., MHC #93, Map #26, ca. 1885; 281-283 High St., MHC #95, Map #31, ca. 1884). Three of the four have visible cast iron columns at street level (249-251 High St., 281-283 High St., and 285-287 High St.

A second building type is represented by the Beaux-Arts fronts found on three clustered mid-block buildings on the west side of High St. (253-257 High St., Map #28, ca. 1912; 259-271 High St., MHC #94, Map #29, 1899 and 1901; and 273-279 High St., MHC #194, Map #30, ca. 1912). Cream-colored masonry is nearly obscured on these fronts by lavish cast-stone pilasters, entablatures, and cartouches. The Steiger Building (259-271 High St., MHC #94, Map #29, 1899 and 1901) initiated the style in 1899.

A third type, the Renaissance Revival building, executed in yellow brick with elaborate cast-iron cornice, is found in two examples on the east side of High Street (270-276 High St., MHC #195, Map #3, 1906; 288-290 High St., MHC #197, Map #6, 1908)

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)Section number 7 Page 3 Massachusetts

Both were built in the first decade of the 20th c. One, the eight story J.S. Smith Building (270-276 High St., MHC #195, Map #3, 1906), is one of Holyoke's tallest buildings. A more modest example is the four-story Curran Block (288-290 High St., MHC #197, Map #6, ca. 1908). These buildings have roundheaded upper windows, pilasters spanning several stories, and quoin-accented corners.

A final group of three buildings, related to the Renaissance Revival pair in their symmetry and classical decoration, has flatter facades, undecorated rectangular windows, simple masonry cornices, and more restrained ornamentation. These buildings are located on both sides of High Street (233-243 High St., MHC #193, Map #25, ca. 1920; 284 High St., MHC #196, Map #5, facade ca. 1910) and on City Hall Court (City Hall Annex, Map #2, 1913) and are constructed of yellow and painted brick or faced with cast stone. The group was built between 1910 and 1920.

A more detailed description of the individual buildings in the boundary increase is provided below:

WEST SIDE OF HIGH STREET: FROM DWIGHT STREET TO SUFFOLK STREET

Beginning on the southwest corner of Dwight and High Streets, across High Street from the City Hall, the four-story masonry McAuslan and Wakelin Building (233-243, MHC #193, Map #25, facade ca. 1920) has a pale cream sheathing of cast stone with low-relief, restrained classical ornamentation in the form of rosettes, a molded cornice, flat panelling, and pilasters that frame a central window bay. Its windows are metal replacements. The facing, applied by McAuslan and Wakelin, a department store, ca. 1920, joins two older brick buildings into a single unit. Street-level remodelling has reduced the size of display windows with brick infill and relocated the entrance to the ground-floor retail area to the building's corner facing Dwight Street. Some blocked windows are located above a second entrance at 560 Dwight Street that leads to upstairs offices.

Adjacent, to the south, is the most elaborate of the four story red brick Romanesque blocks, the Russell-Osborne Building (245, MHC #93, Map #26, ca. 1885). Although it is smaller in scale, the Russell-Osborne Building relates to the Caledonian Building in the North High Street Historic District; both share a level of high-style design that sets the standard in their respective blocks. This 25' wide, four-bay, symmetrical building has a slate mansard roof with parapeted dormer, and arched frames above pairs of second-floor windows. Originally owned and designed by architect James A. Clough, the

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 4

block is fancifully embellished with carved brownstone animals and plants and red terracotta tiles with foliate designs. Rough-faced brownstone quoins, columns, lintels, sills, and beltcourses decorate the largely intact upper stories. Elaborate lizard and insect figures on the keystones of second-floor arches, however, have been broken. The roof is decoratively edged with brownstone cordons and a row of carvings along the crest; the dormer is adorned with a tabbed roundheaded pair of windows, a circular window, and beltcourses. The first floor has been refaced with new red brick laid with pink mortar, framing arched openings, one filled with a Colonial Revival multipane window with fanlight. Inset in another arch is the entrance to the offices of current occupants. These alterations have disrupted an otherwise well-preserved and notable facade.

The next west side building (249-251, Map #27, ca. 1881), the Mayberry Building, is another narrow four-story red brick structure. This is the oldest building in the proposed district, built about 1881. Much simpler than the Russell-Osborne block, the Mayberry Building has flat gray stone lintels and sills and masonry ornamentation limited to segmental brick arches over groups of third-story windows and rows of bracketlike bricks beneath sills. The five-bay building appears to have been three stories in height originally; bricks of a different kind surround fourth-floor windows, and their brownstone lintels and sills deviate from the sandstone trim of lower windows. The narrow metal cornice is a departure from the elaborate brick cornices of many 1880s buildings. Fluted half-round cast iron columns frame first-floor display windows. Large second-floor windows are replacements.

The three-story Woolworth Building (253-257 High St., Map #28, facade 1912/1923) is the northernmost of the three buildings with cream cast-stone Beaux Arts facades. The facade unified a former double red brick building with two shops. A three-bay symmetrical front is divided with panelled pilasters topped with acanthus-decorated, garland-draped capitals. The building's cornice, also cast stone, is elaborate with dentils and egg and dart designs. Fluted, scrolled keystones adorn third-story windows, and carved sills the second floor windows. Street-level modifications have unified the Steiger (259-271 High St., MHC #94, Map #29, 1899 and 1901) and Woolworth display areas. A common aluminum-edged canopy hung with metal supports covers the sidewalk. Both buildings currently have blocked windows and are unoccupied.

The four-story Steiger Building (259-271, MHC #94, Map #29, 1899 and 1901), mid-block on the west side of High Street, faces City Hall Court. The largest and earliest of the light-colored Beaux Arts buildings, this is also

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 5

the most elaborate example designed by G.P.B. Alderman. Pale cream-colored brick walls are nearly obscured by extensive cast stone and terracotta ornaments of the same color. The asymmetry of the four-bay front reflects Albert Steiger's purchase of the southern 25' portion two years after the northern part was built. Two-story fluted Corinthian pilasters separate second- and third-story windows and frame the building. Bold, round, and segmental terracotta keystone arches crown third-floor windows, and lavish, fine-textured terracotta egg and dart moldings frame fourth-floor rectangular windows. The building's ornate iron cantilevered cornice with dentils and egg and dart moldings is bordered with a garland-festooned frieze. Cartouches emblazoned with "S" are festooned, beaded, and crown-topped. Rows of rosettes, panelling, and geometric ornaments band the front between stories. Like the Woolworth Building (253-257 High St., Map #28, ca. 1912), Steiger's at street level has concrete and black marble-faced piers between boarded-up display windows, and a canopy over the sidewalk. The building is currently unoccupied.

The Tilley-Childs Building (273-279 High St., MHC #194, Map #30, 1888, facade ca. 1912) (Photos No. 3&7) is a four-story, three-bay building with Beaux Arts cast stone ornaments applied over pale cream brick walls. Above the storefront, now occupied by American Discount Stores, where only rusticated corner piers remain from the earlier front, panelled pilasters with Ionic capitals hung with floral sprays divide window bays. Between segmental-arched fourth floor windows, piers are rusticated. An elaborate cornice is bordered by scrolled, festooned brackets and modillions. On the crowning parapet, a cartouche with "Childs" in the central panel indicates the facade was redone after Thomas S. Childs' purchase of the building from John Tilley, its builder, in 1911. Second- and third-story windows are set in rectangular frames; the lower set, with large panes, may be replacements. Fan-shaped muntins decorate the central third-floor window.

The southern neighbor of the three Beaux Arts buildings is the Taber Block (281-283 High St., MHC #95, Map #31, ca. 1884), a building resembling Russell-Osborne block (245 High St., MHC #93, Map #26, ca. 1885) with its mansard roof, central steep-pitched parapeted dormer with circular window, Romanesque arches, and brownstone trim (attributed to Holyoke architect G.P.B. Alderman). The symmetrical front of the four-story building is decorated with three tiers of arched windows above the shopfront: on the second floor, rough-faced, brownstone segmental arches crown pairs of windows, on the third, blind round arches with brownstone cordons join pairs of roundheaded windows, and on the fourth-floor, a series of smaller roundheaded cordoned windows lie close to the cornice. Spiral pineapple finials atop bracketed bosses ornament

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 6

the slate mansard roof's corners. Round iron columns frame display windows on the first floor, space now occupied by the Celery Stalk Deli.

Another four-story red brick and brownstone building from the same period, the Bishop Block (285-287, MHC #96, Map #32, ca. 1890), also has a symmetrical four-bay front. Unlike its neighbor, the Taber Block, this building's trim is flush and more conservative and at the roofline displays a crenelated brick cornice, less fashionable than a slate mansard with dormer, but a type common at the time. The large second-floor windows appear to be replacements, but third- and fourth-floor windows have brownstone sills and crowns; semicircular keystoned arches on stone corbels top evenly spaced fourth-floor 2-over-2 windows, and pieced flat stone lintels on stepped brick corbels crown 2-over-2 third-floor windows with small-paned transoms. At street level, two inset doorways flank central display windows. Metal pilasters mark the outside corners of the building on the first story.

The next building, on the corner of Suffolk and High Streets (289-297 High St., MHC #198, Map #33, ca. 1910), formerly two buildings, has a post-1940 brick facade. Older brickwork on the back of the building indicates the new facade was applied to the older buildings. Two stories in height, the building appears taller because of a parapet along both High and Suffolk Streets. A metal band circles the building above lower metal-framed windows that are narrow and vertical along Suffolk Street and large facing High Street Square; regularly spaced second floor windows have metal lintels.

EAST SIDE OF HIGH STREET: FROM DWIGHT STREET TO SUFFOLK STREET

On the southeast corner of High and Dwight Streets, the High Victorian Gothic City Hall (Atwood/Kilburne, MHC #101, Map #1, 1871-1876) stands on a green lot bounded by a granite retaining wall planted with grass, foundation shrubs, and trees. This elaborate and imposing granite building is the only structure in the proposed district already listed in the National Register (NR 1975). Extravagantly embellished with ornate cresting, striped, multi-colored slate on its steep-pitched roofs, stained glass, and carefully crafted cut stone detailing, the City Hall is a notable symbol of civic pride. Because High Street has become a more important thoroughfare than Dwight Street, the semi-circular walk and pavilion on the west side of the building are more heavily used today than the Dwight Street entrance. Behind the building on Dwight Street is a two-tier parking area. On the northwest corner of the lot, a granite Gothic drinking fountain erected in 1901 by the Women's Christian Temperance Union exhorts passersby to avoid strong drink when quenching their thirst. On the southwest side of the lot, on the part of City Hall Court next

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 7

to High Street, a Korean Veterans Memorial is a shady paved quadrangle with benches.

Facing City Hall across City Hall Court, behind the commercial row on east side of High Street, the City Hall Annex (Map #2, 1913) is a yellow brick five-story building with classical symmetry and ornaments, and large Sullivan-type windows. The Annex has the regular, rectilinear design of steel frame construction, sheathed on the foundation with rough-faced granite and on the first floor with yellow sandstone ashlar. Quoins and window trim on the brick stories above a molded beltcourse are also sandstone. Above a cornice molding, a parapet is punctuated with extensions of pilasters that separate lower window bays. The large rectangular windows are tripartite with transoms, set in panelled wooden window frames. A door is centrally placed on the five-bay front-facing City Hall, topped with a bracketed balustrade and urns over an inscribed panel. On the east side facing Newton Place where the annex is eight bays wide, a second door is similarly decorated, and several vehicle doors once used by the police department open onto the walkway.

The eight-story J. R. Smith Building (270-276 High St., MHC #195, Map #3, 1906) is the northernmost building of the commercial row between the City Hall and Suffolk Street on the east side of High Street. One of the tallest Holyoke buildings, its yellow brick and cast stone walls beneath an ornate, cantilevered metal cornice have a three-part arrangement and Renaissance Revival ornaments. A rusticated base of the lower two stories includes an arched entrance to the offices of the upper floors. Semi-circular arched windows with keystones on the sixth floor crown a four-story tier; piers accented with brick quoins frame a cutaway corner bay. Above a cast stone molding another two-story tier beneath the cornice has arched and keystoneed eighth-story windows; fluted pilasters divide window bays on the sides, and ashlar pilasters frame the corner. Cast-stone spandrels above the large arched entrance on High Street are decorated with ruffled ribbon designs. A metal replacement door and infilled arch, tiled flanking piers, and aluminum framed-display windows that project beyond the cutaway corner of upper stories alter the character of the lower part of the building. Some of the older facade is preserved on the first floor along City Hall Court.

A two-story building with post-1940 facade (278-282 High St., Map #4, facade ca. 1965) is the second building from City Hall in the east side row. This noncontributing building with yellow brick front has a wide panelled brown-painted parapet and metal-framed windows. Brick piers divide second-floor windows with slightly arched lintels of vertical bricks. A red brick pier that appears to be an addition since the facade was completed

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 8

divides the current pair of street-facing businesses: Going Places Travel and the Colony Restaurant.

The only building on the eastern side of High Street between Dwight and Suffolk Streets to have survived with some visible evidence of an 1880s origin is the Wylie and Perkins Block (284 High St., MHC #196, Map #5, 1886, facade ca. 1910). Framing the shopfront of the white-painted, brick, two-story building are the most ornate cast iron columns in the proposed district, incised with bullseyes and scrolled designs, and with fluted and rope-patterned bases. Simple panelling on a brick parapet and above second-floor windows are Neo-classical features of a second-floor addition made about 1910. Three second-floor windows are inset in a single panelled frame and have shutters, probably added to match Colonial Revival multipaned display windows at street level. A lozenge-patterned transom over the lower windows and doors is yet another turn-of-the-century decorative layer. The surround of an inset door beside the shop, leading to the upstairs, is currently being remodeled with wooden panelling. The building's current occupant is Downtown Desserts.

The four-story Curran Building (288-290 High St., MHC # 197, Map #6, ca. 1908), built by Joseph LaLiberte, resembles the tall J. R. Smith Building (270-276 High St.) in its Renaissance Revival features, brick color, and elaborate projecting cast-iron cornice. An arcade of windows on the fourth floor of the three-bay front have semi-circular upper panes with fan muntins beneath brick arches. Yellow cast stone forms sills, cordons, keystones, molded beltcourses, and panelled pilasters that frame the front on the second and third floors. Wooden window frames are finely dentilled. Third-floor rectangular windows are topped with transoms, while a series of six second-floor windows are surrounded with panelling. The shopfront has been remodelled with aluminum-framed display windows, a projecting prow of signboard, and deeply inset door.

On the northeast corner of High and Suffolk Streets, a three-story building (292-300 High St., Map #7, facade ca. 1963) with a post-1940 facade is considered noncontributing to the proposed district increase. Faced with yellow brick along Suffolk Street, and by an aluminum grid filled with composite panels and plate glass on High Street, the building's red brick rear alley side has a wooden bracketed cornice and second floor stained glass window pointing to a turn-of-the-century date for the building beneath the facade. Windows on the Suffolk Street side are framed in aluminum and grouped with composite panels. A sign with clock, mounted perpendicular to the brick wall on the Suffolk side, advertises the current occupant and owner.

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 7 Page 9

WEST SIDE OF HIGH STREET: FROM SUFFOLK STREET TO APPLETON

The Conway Block (301 High St., MHC #199, Map #34, ca. 1885) is a four-story, red brick commercial block and one of the earliest commercial buildings in the district. It originally housed a number of businesses, including the American Express Co. (1885) and Martin P. Conway, a dealer in pianos and organs (1895). It is an eight-bay square structure with most of its architectural details intact. The storefronts with cast iron details have been restored. The upper levels feature segmental-arched windows with stone sills. A corbeled brick cornice terminates the building and hides the flat roof.

Two adjacent older buildings (311 High St., Map #35) have been united and remodeled in recent years and, as a result, have lost most of their architectural integrity, and therefore are considered noncontributing. The current Oscar Bail & Co. incorporates a narrow four-story building and a small two-story building. Both are sheathed in wood and synthetic panels.

The commercial blocks at 317-319 & 321-323 High St. (MHC #200, Map #36-37, remodeled 1914) reflect the common modification of earlier buildings to suit a changing economy. The two-story, blond brick facade of 317-319 High Street features a three-part fixed window above the storefronts. The two-story, red brick facade of 321-323 High Street features cast metal trim. Atlases reveal that four-story brick buildings occupied both these sites from 1889 to 1914. The excess space may have proved uneconomical and the buildings were partially demolished and remodeled to their present form.

The one-story, cast-concrete commercial block at 325-331 High Street (MHC #201, ca. 1930) is one of the few buildings to suggest the Art Deco style. While most of High Street had been built up by the 1930s, when the style became popular, the owner of this parcel may have remodeled an older building and added the rounded linear details to the new cast-concrete facade.

The small commercial buildings at 333 & 337 High Street (a retail store and the Holyoke Credit Union) are noncontributing buildings erected or modified about 1970. Both are simple, one story, brick storefronts with later additions.

The Rigali Building (341-343 High St., MHC #97, Map #41, built 1887) is one of the key buildings on the block. The ornate, four-story, painted brick building was designed in the Romanesque/Queen Anne style by George P.B. Alderman, a Holyoke architect. The owner, L. J. Rigali, was a wholesale and retail dealer in cigars and tobacco. The building is unusual for its asymmetrical facade, projecting bay, and partial turret topped by a metal

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 7 Page 10

finial. The flat portion of the facade features a series of arches terminating in a metal cornice and a slate roof. Despite some alteration to the storefront and second story, the building retains most of its original decorative features.

The three-story painted brick building with well-proportioned arches in the facade was home to both the Young Men's and the Young Women's Christian Association in the late 19th ca. (345-347 High St., MHC #98, Map #42, built 1884-1889). The graduated arched bays separated by brick pilasters lead to a slate parapet and an intersecting pediment. The storefront has been modified in typical fashion, but the upper levels are intact.

The City Marketplace (355 High St., Map #43) is a more recent intrusion dating ca. 1950. It is a two-story modern building constructed of metal and glass. It maintains the consistent High Street pattern of party walls and no setback.

The Hairdressing School (357-369 High St., Map #44, ca. 1950) is another modern intrusion with recent modifications. It is a two-story building of metal, tile, and glass that fills the corner parcel. Many of the openings have been covered with corrugated panels.

EAST SIDE OF HIGH STREET: FROM SUFFOLK STREET TO APPLETON STREET

The People's Bank (302 High St., Map #8, built ca. 1970) occupies the prominent corner location at High and Suffolk Streets. It is a modern four-story building of brown brick and cast concrete with fixed single-paned windows.

People's Bank has also incorporated the building formerly occupied by the Young Men's Hebrew Association (316 High St., MHC #337, Map #9, built 1917). The six-story, blond brick building is one of the taller buildings in the district (most are four stories). The street level has been completely enclosed in cast-concrete panels, but the upper levels reveal keystone arches, cast-concrete detailing, and the standard divisions based on the proportions of base, shaft, and capital of Ionic columns. Prior to the YMHA, a fire station occupied the lot.

The commercial block at 320-322 High St. (Map #10, ca. 1890) is a four-story, red brick Victorian structure. Two bays wide, it has brick arches in relief with brownstone springings and several rows of terracotta rosettes beneath a mousetooth brick cornice to enhance the upper levels.

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 11

The Guyott Block (324-326 High St., MHC #100, 1892) is a four-story building with a rough brownstone exterior and a steep slate roof. The facade is enhanced by Romanesque arches, vine carvings, and figural masks. Like several other buildings in the district, the Guyott Block was designed by George P.B. Alderman. The Guyott Block and the Rigali Building together with the Steiger and Taber buildings are good examples of the imaginative level and stylistic range of his design work which finds its earlier equivalent in the Caledonian Block in the North High Street district.

The Guyott House Hotel (328-330 High St., MHC #203, 1886) is another bold example of the Romanesque style. The three-story, red brick building features a corbelled brick cornice and a complex pattern of half-round and semi-elliptical arches enclosing the varied windows. Historic photographs reveal that the small corner tower formerly had a pyramidal roof and that the window above the front entrance was a secondary door leading to an iron balcony. The east side of High Street is interrupted just south of the Guyotte House by Division Street, a small street which now leads to a parking deck.

The Ross Building (344 High St., Map #13, ca. 1960) stands at the southeast corner of High and Division Streets. It is an unassuming two-story building of concrete block and cement that maintains the consistent line of frontage on High Street. Its immediate neighbors are Lorraine's Fashions (352 High St., Map #14, ca. 1960) and Holyoke Underwater Supply Co. (356 High St., Map #15, ca. 1970). Both are recent intrusions in the form of narrow, one-story brick buildings with modern storefronts.

The brick commercial block at 358-364 High Street (MHC #204, Map #16, built 1886) is more typical of the Victorian commercial blocks along High Street. It is a four-story, red brick building with a date (1886) impressed in the facade. The cast-iron storefronts and leaded glass transoms have survived without substantial alteration. The windows on the upper stories are set under brick arches with stone trim. The pressed metal cornice features realistic lion masks.

The four-story commercial block at 366-368 High Street (MHC #205, Map #17, built 1880) is a red brick building with unusual trim of rough-faced granite (brownstone is more common in Holyoke). The storefront has been altered in typical fashion, but the upper levels retain bold granite arches, corner quoins, horizontal bands, and a well-preserved metal cornice.

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 7 Page 12

The Curran Block (370 High St., MHC #206, Map #18, built 1886) represents the relatively simple form of the earlier buildings on High Street (before 1890). The four-story, red brick structure features a relatively flat facade enhanced with corbelled and decorative brick patterns and a modest use of brownstone trim. These features are found in several of the later commercial blocks in the North High Street district and provide continuity between the two districts. The building was occupied by a drugstore in the late 19th century, but the storefront has been completely modernized with metal and glass panels.

WEST SIDE OF HIGH STREET: FROM APPLETON STREET TO ESSEX STREET

The huge but compact Second Congregational Church (395 High St., MHC #113, Map #45, 1884 & 1921) extends the full length of the Appleton Street block between Maple and High Streets. The main entrances of the massive brownstone complex, made up of the church, the chapel, and parish house, are on Maple Street and Appleton Street, but the buildings are an important institutional anchor at the southern end of the central business district. The church buildings and City Hall provide balancing departures from the regularity of the commercial blocks lining the street. The complex is stylistically and physically unified by its Gothic style and construction in rough-faced ashlar brownstone. The church itself was originally constructed in the Romanesque style by H. F. Kilburn of New York, after designs by P. B. Johnson of New York. It was heavily damaged by fire in 1919 and was rebuilt in the Gothic style, designed by Allen and Collens of Boston. It follows the traditional plan of a long nave and transepts with a massive corner tower on the northwest side.

The Skinner Chapel (MHC #113, Map #45) also designed by Allen and Collens, was built adjacent to the main sanctuary in 1912. It follows a pure Gothic style with intricate stained glass windows mounted in elaborate tracery, a steeply pitched roof over the nave, and prominent spires with crockets to set off the semi-hexagonal apse. It is connected to the main building by a one-story brownstone walkway.

The Parish House (MHC #113, Map #45) is the portion of the church complex that extends along High Street toward Essex. It is a long, rectangular, two-story structure in brownstone with Tudor Revival details. The center projecting bay features an oriel window, which contrasts with the paired casement windows and stained glass roundels of the remainder of the facade. A stone wall and iron fence define the church property, and a small vacant parcel (Map #46) separates the complex from the next commercial building.

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 7 Page 13

The LaFrance Block (405-411 High St., MHC #211, Map #47, ca. 1909) marks the limit of the proposed district on the west side of High Street. The three-story brick building features a Romanesque Revival brownstone facade with stone piers, Frank Furness-like squat columns, and metal support posts. The storefront has been greatly altered and the building is now vacant with windows boarded up.

EAST SIDE OF HIGH STREET: FROM APPLETON STREET TO ESSEX STREET

The Senior Block at the corner of Appleton and High Streets (380 High St., MHC #207, Map #19, 1898) is a six-story Renaissance Revival block whose two-story base is faced with rusticated cast stone. A cast stone beltcourse separates brick fifth and sixth stories and a broad metal entablature provides a cap to the building together with a wide cornice overhang decorated with overscaled modillion blocks. Advancing towards curtain wall construction, this building's exterior was being considered by its designer as a base, shaft, and capital, with windows expanding to fill the bays.

Less advanced stylistically is the adjacent red brick building at 382-384 High Street. (MHC #208, Map #20, ca. 1895-1903). The McLean Block's six stories articulate their load-bearing structure: each story is treated as a separate layer stacked on the floor below it. The first-floor storefront has been completely altered; however, second- and third-story windows are united by full-height pilasters that support a full entablature. Arched windows at the fourth floor, segmentally arched windows on the fifth, and double-arched windows on the sixth floor complete the fenestration pattern.

The Renaissance Revival Essex House at 400 High Street (MHC #99, Map #24, 1907) is a yellow brick building with stucco and marble detailing, designed by architect W. B. Reid. As was the case at the Senior Block, the architectural problem at the Essex House was to link all its stories in a unified whole, and rather than treating the building as a column as did the architect of the Senior Block, W. B. Reid chose an alternative approach that was also current at the time: unifying the eight stories by extending pilasters the full height of the building and ending in a row of arched windows. Ornate floral plaster reliefs in the spandrels, keystones, and figureheads in the heavy projecting cornice are Sullivan-esque details; quoins and brick stringcourses complete the Renaissance Revival features. This is the final building on the east side of High Street within the proposed district boundary increase.

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 7, 8 Page 14, 1

Archaeological Description

While no prehistoric sites are currently recorded in the district, it is possible that sites are present. Eight sites are recorded in the general area (within one mile). The physical characteristics of the district, a well-drained terrace adjacent to a major riverine drainage and fall line indicate favorable locational criteria for native settlement and subsistence activities. In general, however, the potential for locating significant prehistoric survivals is low because of intensive mid 19th through 20th century urban development in the area.

There is also a low potential for significant historic period survivals within the district. Given extensive historic period development within the district, the small amount of green space and lack of historic resources which predate 19th-20th century industrial expansion in the area, a low potential exists for significant historic period survivals.

(end)

8. STATEMENT OF SIGNIFICANCE

The Boundary Increase to the North High Street District, Holyoke, also meets criteria A and C of the National Register as did the original district. However, the Boundary Increase also meets National Register criteria consideration A, for properties owned and used for religious purposes. The Boundary Increase, like the original district, is of local significance. The additional buildings, which stand on High Street between Dwight and Essex Streets, are evidence of rapid downtown development during the years of Holyoke's greatest prosperity. Their addition to the district extends the period of most active building into the 20th century. As the City Hall itself is a statement of Holyoke's aspiration to become a great industrial city, such ambitious commercial structures as Steiger's and the towering Smith Building, together with the imposing canals and mills on lower ground and entrepreneurs' mansions in the Highlands (both outside the North High Street Historic District), form a whole in the surviving streetscape that represents the legacy of Holyoke's industrial prosperity.

The development of Holyoke proceeded according to a plan drawn by the Hadley Falls Company, investors who, beginning in 1846, had bought up farmland to realize a vision of an industrial city, powered by the fall of Connecticut River water through a series of canals and spillways adjacent to the river's

(continued)

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

**National Register of Historic Places
Continuation Sheet**

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 8 Page 2

natural falls. As early as November 1848, when George and Cyrenius Wolcott bought a lot in the proposed district, streets had been named (many for the company's investors) and laid out, parcel sizes established, and restrictions designed to insure fireproof walls and roofs and to provide room for sidewalks. The roads in the vicinity were not yet completed, however, in 1856 when Erastus B. Bigelow, a Boston carpet manufacturer and investor, bought a large tract that included land on the east side of High Street.

As early cotton, woolen, and paper mills began production and a work force of immigrant Irish, Scottish, English, and French Canadians crowded into tenements near the mills and the dam, land in the proposed district extension remained undeveloped; the west side of High Street was owned by the Holyoke Water Power Company (HWPCo), the successor in 1859 of the failed Hadley Falls Company, while the east side passed from Bigelow to a pair of nonresident investors, Joseph Lea of Philadelphia and John Fallon of Lawrence. He sold them the parcel bounded by Dwight, High, Suffolk, and Front Streets in 1865 for \$3750.

By 1870 Holyoke's industrial future looked bright. Local money had succeeded in establishing the Holyoke and Westfield Rail Road, an inexpensive transport link for industrial goods. Planning was under way for a municipal water system. Several mills established in the 1860s were thriving, and the town planned to assume the charter of a city.

As Holyoke grew, two major commercial districts developed. One was located in an area known as "the hill" along Maple and High Streets, the other on "the flat" around the railroad depot. The business district that developed around Depot Square spread west along Dwight Street, which by the 1880s was a solid mass of buildings. Only two of these structures survive above the canals, and these have been included in the North High Street District. The business district that developed on the hill has retained a coherent group of commercial buildings from the second half of the 19th century and into the twentieth century.

The commercial buildings in the Boundary Increase were built between 1880 and 1930 in a climate of speculation and booming land values. The appearance of a High Street trolley in 1884 helped to redirect the developing downtown away from Dwight and Main Streets to the blocks of High Street south of Dwight. Because the City Hall was designed in the early 1870s before the shift in orientation, its front faces Dwight Street where today few business blocks survive.

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 8 Page 3

Development of the block of High Street south of Dwight was spurred by a May 1, 1871 town meeting vote that chose to take a 200' square lot on the southeast corner of High and Dwight, then owned by the Newton brothers, for a new City Hall. Only one of the 25' parcels on the block (the Wolcott lot, the southwest corner of Dwight and High Sts.) had been purchased before that date. Because the blocks of High north of Dwight were built by 1870, it had been agreed to site the City Hall somewhere on High Street between Dwight and Appleton Streets. The presence of businesses on Dwight gave weight to the final choice.

In 1872 the two lots south of Wolcott's were purchased for \$4800-5000 each from the Holyoke Water Power Company, owner of the entire west side of High Street. During the 1870s, the company implemented the development plan with deed restrictions that required new buildings to have brick or stone walls and incombustible roofing, to pave and curb 12' walks along High Street, and to keep open rear alleys of specified dimensions for the laying of sewer, water, and gas pipes. A birdseye view, made in 1876 at the time of City Hall's completion, shows no development on the west side of the street in this block, and lot sales halted until 1879, when three more lots on the west side of High were purchased after prices had dropped to \$2000. The slowdown in development may be attributed to the widespread depression of 1873.

Lots on the east side of the block, however, moved more quickly. Postmaster Charles B. Prescott sold all of them within a two-day period in the spring of 1873 to five different local purchasers for \$4000 per lot. A few weeks earlier, in April, he had sold the city a 40' x 200' strip next to the City Hall lot taken from the Newtons; the previous October he had bought the whole parcel between the City Hall lot and Suffolk St. from James H. Newton. (The Newton brothers, in turn, had acquired a large tract of land east of High Street from Lea and Fallon in 1871.) The deeds from Prescott conveyed the building restrictions that had been passed down in deeds since the Hadley Falls Company sold the land to Erastus Bigelow in 1856. As on the west side of High Street, they required stone or brick outside walls, incombustible roofs, and alley provisions, though sidewalks were not mentioned. A new restriction in the 1873 Prescott deeds created a 15' passageway between the City Hall lot and the parcels to the south. The passage, to be maintained by the town, has become City Hall Court.

Construction as well as the sale of lots was slow in the 1870s. In 1879 the Wolcotts erected a block on the corner of Dwight and High Streets in which George kept a boot and shoe store. (This building may survive beneath 20th Century facing at 233-243 High St.) A birdseye view of 1881 shows a row of

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 8 Page 4

small, gable-front, unconnected buildings on the west side of High; this evidence, along with an 1881 deed that noted unconveyed buildings on a westside lot would be removed, indicates that some frame buildings had been erected on HWPCo land in spite of the restrictions of the master plan. On the east side of High Street, a three-story brick block visible in the 1876 birdseye view was gone by 1881, by which date there were some one-story buildings on that side. None of these 1870s buildings seems to have survived.

During the 1880s, the pace of property sales and building speeded dramatically on the block, as this part of High Street was chosen as a favored spot for relocations of retail firms and for openings of new businesses. This part of High Street was already seen as an extension of the North High Street blocks between Lyman and Dwight Streets. The Holyoke Street Railway began to operate in 1884, running cars along High Street with connections to the mill district and the residential neighborhoods. A quickened economic climate favored speculation and rapid property turnover. George H. Allyn, a member of a family prominent in real estate and in the development of the block, wrote in 1912, "Never was a business street built up more rapidly, and the rise in values was phenomenal. Men were made wealthy by a single purchase on High Street."

Nine remaining westside lots were all bought from the HWPCo by local investors between May and July of 1881, for \$2000 per lot. Only alley restrictions were conveyed in these later deeds. William H. Mayberry speedily erected a plain brick block (249-251 High St.) on his lot and opened a trunk and harness shop. Between 1883 and 1887, eight more westside buildings were erected. John Tilley built both a new building for his furniture store (formerly on Main St., now at 273-279 High St.) and in 1886 a large three-parcel block next to Wolcott (part of 233-243 High St.) that housed the newly organized People's Savings Bank and Home National Bank (on whose boards he served) as well as a retail shop.

Architect James A. Clough built an elaborate block that advertised his design capabilities (245 High St.); he kept his offices upstairs, and on the first floor, G. E. Russell operated a hardware store. By 1883 when James F. Allen bought two lots for a clothing store, the lot price had appreciated to \$5000-\$5500 per lot.

Frank Taber, a well-established jeweler, built a new block (281-283 High St.) relocating from a block farther north on High Street. W. L. L'Esperance built a block in 1883 (where 289-291 High St. stands). Joseph S. Preston of South Hadley built a block in 1883 to house his business on one of the three parcels

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 8 Page 5

that later became Steiger's (259-271 High St.). John G. Bishop built 285-287 High Street in 1885.

By 1889, buildings stood on all the westside lots and all were occupied. Of these, four buildings survive today with intact upper facades (245, 249-251, 281-283, and 285-287 High St.) and in their 25' frontages, they retain the dimension of the original parcels.

Buildings stood on all but one of the eastside lots by the end of the 1880s. Two four-story blocks on the north end of the row housed Hubbard and Taber, a printing and engraving firm, and a milliner. A plumber, undertaker, and wallpaper business occupied a tripartite one-story block to their south. Heidner's variety store (284 High St.), dealing in sewing machines and musical instruments, was housed in a one-story building erected in 1886 by owners Wylie and Perkins. Jeremiah A. Sullivan sold them a lot for \$5000 with the provision that within three months they begin construction of a building to cost not less than \$1000. (Decorative cast-iron columns flanking the present building at 284 High St. are the only visible evidence of an east side building's 19th Century origin.) Beyond an empty lot on the far end of the block, in another one-story building, were two saloons, one run by Killebrew and Regan, and a grocery.

In the late 1890s, two dry goods stores, McAuslan & Wakelin and Steiger's, moved to the block between Dwight and Suffolk Streets and consolidated adjacent buildings into larger units. McAuslan and Wakelin moved from Dwight Street to the Wolcott Building on High Street (on the southwest corner of High and Dwight Sts.) in 1900, and later moved into the larger Tilley Building next door displacing two of three banks that were there in 1900. In 1903 the firm bought the Tilley building and in 1909 Alexander McAuslan bought the Wolcott Building. The light-colored cast-stone facade that links the two buildings (233-239 High St.) was in place in 1920.

Albert Steiger, an immigrant from Alsace who had opened his first dry goods store in Westfield, bought three adjacent westside buildings containing four street-level businesses (259-271 High St.). On the northern part (where a 5-cent store, a jeweler, and a cigar shop had been located in 1889, at least one of them a one- or two-story building), he built a four-story building in 1899 in the Beaux Arts fashion popularized by the 1893 Chicago Columbian Exposition. The elaborate facade was extended south after he acquired the Preston Building in 1901. In the early 1900s, the Steiger store was the largest commercial building on the block, though it was dwarfed in 1906 with the construction of Josiah Smith's eight-story building directly across High Street (270-276 High St.).

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 8 Page 6

Grocer and baker Josiah Reed Smith had purchased the southern of a pair of four-story brick buildings on the east side of High Street in 1892, and opened a grocery there. After buying Hubbard and Taber's corner block in 1904 where they had operated a printing and engraving business, Smith had amassed a two-parcel lot for his new building. One of only two eight-story structures in Holyoke, the building housed Smith's grocery in a corner, street-level store; seven floors of office space above became available for rent. In 1900 the building at 320-322 High Street was built and occupied by W. T. Dean for artists' supplies, paints, and wallpapers. Dean occupied the building until 1912 when the Senior Brothers Clothiers and Hatters moved in and operated their business on the first floor until 1928. In 1915 the Chamber of Commerce, Holyoke Masterbuilders Association, Traffic Bureau, and Merchants Association of the Board of Trade rented offices, along with many professional and small business tenants. A final consolidation about 1900 was the conversion of the tripartite, one-story building on the northeast corner of High and Suffolk Streets, formerly two saloons and a grocery, into a branch store of the Springfield hatter and clothier, Besse Mills (292-300 High St.).

About 1910 a number of facades on older buildings were redone in current taste. The small store (284 High St.) where Frederick A. Heidner had done business was purchased in 1907 by Frank Beebe, a baker and confectioner, who proceeded to add a brick Neo-classical second story. The Tilley furniture store moved to Maple Street, and Thomas S. Childs bought the building (273-279 High St.). Following the precedent of neighbor Albert Steiger, Childs lavished his store with Beaux Arts cast-stone ornaments. Beaux Arts remodeling also changed the double-gabled red brick front of the building north of Steiger's (253-257 High St.) about this time.

In 1908 and 1913, two additional buildings were constructed in the district. 288-290 High Street was built by James J. Curran to house the Goodall Drug Company, a wholesale and retail firm he operated with his brother along with another drugstore on Main Street, Curran Brothers. The Renaissance Revival building with metal cornice built for him by Joseph LaLiberte filled the last empty lot on the block between Dwight and Suffolk Streets. Curran paid \$35,000 for the lot in 1907; it had sold for just \$6500 in 1889.

The City Hall Annex was built in 1913 to house police and the overflow from crowded municipal offices. On the building's site in 1889, there had formerly been rowhouses for local workers.

In 1915, the upstairs rooms of commercial buildings in the district were meeting places for such fraternal groups as the Odd Fellows, Masons, G.A.R.,

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetNorth High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
MassachusettsSection number 8 Page 7

and Knights of Columbus. The Holyoke Republican Club and the Eagle Lodge, an association of machine tenders from the paper mills, also met in upstairs rooms. Small business people like hairdressers, a wigmaker, and a billiards roomkeeper, as well as doctors, dentists, and lawyers, were also tenants. Some upstairs rooms were rented as residences by paper company employees, widows, and laborers.

Between 1920 and 1940 the blocks of High Street between Dwight and Essex Streets underwent few physical changes. Department stores and clothiers dominated retail business, but there were butter and egg shops, a bookstore, jewelry and confectionery shops, and a hardware store as well. Shops that began as milliners, like Reilly's (located at 278-282 High St. and later at 270-276 High St.) and Besse Mills (at 292-300 High St.) tended to become clothiers during this period. Steigers, McAuslan & Wakelin, Childs' shoe store and Woolworth's were stable, long-lasting businesses. The Alling Rubber Company occupied the storefront and supplied sporting goods at 320 High Street from 1928 to 1966. There were very few vacancies in the seven floors of offices in the J. R. Smith Building (270-276 High St.) until about 1940, when twenty-six offices were empty.

The Masons and Knights of Columbus built their own buildings elsewhere, but many fraternal organizations continued to meet in upstairs halls in the business blocks during the 1920s. New organizations on High Street in this period were the American Legion and VFW; the Loyal Order of Moose and a Red Men's association met in an upstairs hall in the Curran Building (288-290 High St.). St. Jerome's Temperance Hall in the Bishop Block (285-287 High St.) was a meeting place for Catholics. By 1930, directories no longer listed the presence of these organizations in the district. Also in decline by 1930 was the presence of residents in upper rooms of the buildings; between 1915 and 1925 a number of laborers, mill employees, and widows had residential space above shops.

Since the Second World War, the downtown business district in Holyoke has been in decline as mills have closed, population has dropped, and a new shopping mall has drawn shoppers away from the city center to a peripheral location next to an interstate highway. Vacancies in the buildings between Dwight and Essex Streets on High Street have been high since 1950, peaking about 1970. Long-lasting retail firms such as Steiger's, Woolworth's, McAuslan & Wakelin, Besse Mills, and Childs' closed their buildings, and today many storefronts are boarded up. Discount and second-hand stores on the block today aim at shoppers of low income, and banks, small restaurants, and offices of insurance and real estate brokers, accountants, and lawyers now fill buildings in the

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 8, 9, 10 Page 8, 1, 1

former thriving retail center. However, most upstairs space still remains unoccupied.

(end)

9. MAJOR BIBLIOGRAPHICAL REFERENCES

- City of Holyoke, Assessors Records (1848-present).
- Sanborn Insurance Maps (1880-present).
- Holyoke City Directories.
- Hampden County Registry of Deeds.
- Birdseye Views of Holyoke.
- Holyoke Telegraph & Holyoke Daily Transcript Special Editions.

10. GEOGRAPHICAL DATA

UTM References: (cont.)

- 5) 18 697280 4675000
- 6) 18 697230 4674960
- 7) 18 697210 4674970
- 8) 18 697220 4675010
- 9) 18 697200 4675040
- 10) 18 697260 4675080
- 11) 18 697280 4675070
- 12) 18 697420 4675320

Verbal Boundary Description:

The North High Street Historic District Boundary Increase continues south on High St. two-and-a-half blocks from the corner of Dwight St., crossing Suffolk and Appleton Streets, and continuing halfway along the block toward the intersection of Essex Street. The boundary on the west side is formed by the alley that separates the buildings that front on High Street from those that front on Maple Street. The boundary on the east side is formed by the alley that runs behind the High Street buildings, marking the limit of the glacial terrace and separating the commercial buildings from the industrial and residential structures farther down the hill.

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

North High Street Historic District (Boundary Increase)
Holyoke (Hampden County)
Massachusetts

Section number 10 Page 2

Boundary Justification:

The Boundary Increase includes all the buildings that remain within Holyoke's prime business district. Beyond the boundary to the north lies the bend in the Connecticut River, to the east lies the lower district of power canals and mill complexes, to the south lie numerous vacant lots and a mix of high density residential and smaller commercial buildings, and to the west lies the Maple Street corridor of institutional, commercial, and residential buildings.

(end)

NORTH HIGH STREET HISTORIC DISTRICT (BOUNDARY INCREASE)
 HOLYOKE, MA
 DISTRICT DATA SHEET

| <u>MAP #</u> | <u>ST. ADDRESS</u> | <u>HISTORIC NAME</u> | <u>MHC #</u> | <u>STATUS</u> | <u>STYLE</u> | <u>DATE</u> | <u>TYPE</u> |
|-------------------------------|--------------------|----------------------|--------------|---------------|---------------------|---------------|-------------|
| High Street: East Side | | | | | | | |
| (Dwight St. crosses) | | | | | | | |
| 1. | | City Hall | #101 | C* | | 1871-1876 | B |
| (City Hall plaza crosses) | | | | | | | |
| 2. | rear | City Hall Annex | | C | Renaissance Revival | 1913 | B |
| 3. | 270-276 | J.R. Smith Block | #195 | C | Renaissance Revival | 1906 | B |
| 4. | 278-282 | "The Colony" | | NC | | ca. 1940 | B |
| 5. | 284 | Wylie & Perkins Bk | #196 | C | Renaissance Revival | ca. 1886/1910 | B |
| 6. | 288-290 | Curran Building | #197 | C | Renaissance Revival | ca. 1908 | B |
| 7. | 292-300 | City Co-op Bank | | NC | | 1963 facade | B |
| (Suffolk St. crosses) | | | | | | | |
| 8. | 302 | People's Bank | | NC | | ca. 1970 | B |
| 9. | 316 | Young Men's Hebrew | #337 | C | | 1917 | B |
| 10. | 320-322 | Commercial Block | #202 | C | | ca. 1890 | B |
| 11. | 324-326 | Guyott Block | #100 | C | Romanesque Revival | 1892 | B |
| 12. | 328-330 | Guyott House Hotel | #203 | C | Romanesque Revival | 1886 | B |
| (Division Street crosses) | | | | | | | |
| 13. | 344 | Ross Building | | NC | | ca. 1960 | B |
| | 352 | Lorraine's Fashions | | NC | | ca. 1960 | B |
| 15. | 356 | Holyoke Underwater | | NC | | ca. 1970 | B |
| 16. | 358-364 | Commercial Block | #204 | C | | 1886 | B |
| 17. | 366-368 | Commercial Block | #205 | C | | 1880 | B |
| 18. | 370 | Curran Block | #206 | C | | 1886 | B |
| (Appleton St. crosses) | | | | | | | |
| 19. | 380 | Senior Block | #207 | C | Renaissance Revival | 1898 | B |
| 20. | 382-384 | McLean Block | #208 | C | | ca. 1895-1903 | B |
| 21. | 388 | Commercial Block | | C | | ca. 1880 | B |
| 22. | 392 | Commercial Block | #209 | C | | 1900 | B |
| 23. | 394 | Walker Block | #210 | C | | 1915 | B |
| 24. | 400 | Essex House | #99 | C | Renaissance Revival | 1907 | B |

HIGH STREET HISTORIC DISTRICT (BOUNDARY INCREASE)
 HOLYOKE, MA
 DISTRICT DATA SHEET

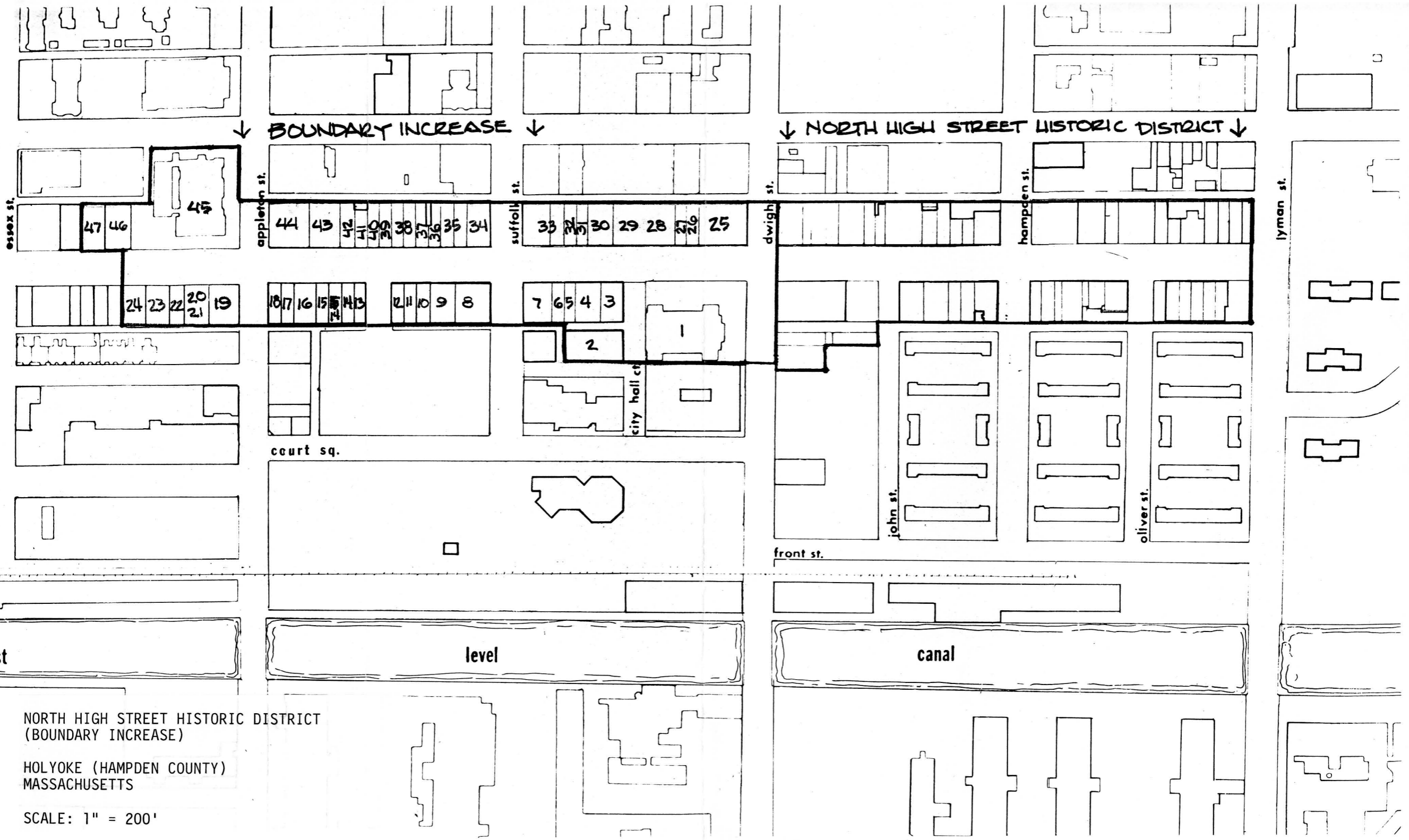
| <u>MAP #</u> | <u>ST. ADDRESS</u> | <u>HISTORIC NAME</u> | <u>MHC #</u> | <u>STATUS</u> | <u>STYLE</u> | <u>DATE</u> | <u>TYPE</u> |
|-------------------------------|--------------------|----------------------|--------------|---------------|-----------------------|---------------|-------------|
| High Street: West Side | | | | | | | |
| (Dwight St. crosses) | | | | | | | |
| 25. | 233-243 | McAuslan-Wakelin | #193 | C | Renaissance Revival | 1920 | B |
| 26. | 245 | Russell-Osborne | #93 | C | Romanesque Revival | ca. 1885 | B |
| 27. | 249-251 | Mayberry Building | | C | Romanesque Revival | ca. 1881 | B |
| 28. | 253-257 | Woolworths Building | | C | Beaux Arts | ca. 1912 | B |
| 29. | 259-271 | Steiger's Building | #94 | C | Beaux Arts | 1899/1901 | B |
| 30. | 273-279 | Childs Building | #194 | C | Beaux Arts | ca. 1912 | B |
| 31. | 281-283 | Taber Block | #95 | C | Romanesque Revival | ca. 1884 | B |
| 32. | 285-287 | Bishop Block | #96 | C | Romanesque Revival | ca. 1890 | B |
| 33. | 289-297 | Commercial Block | #198 | C | | 1910 | B |
| (Suffolk St. crosses) | | | | | | | |
| 34. | 301 | Conway Block | #199 | C | | 1885 | B |
| 35. | 311 | Bail & Son | | NC | | alt. ca. 1950 | B |
| 36. | 317-319 | Commercial Block | #200 | C | | 1914 | B |
| 37. | 321-323 | Commercial Block | #200 | C | | 1914 | B |
| 38. | 325-331 | Commercial Block | #201 | C | | 1930 | B |
| 39. | 333 | Retail Store | | NC | | ca. 1970 | B |
| 40. | 337 | Credit Union | | NC | | ca. 1975 | B |
| 41. | 341-343 | Rigali Bldg. | #97 | C | Romanesque/Queen Anne | 1887 | B |
| 42. | 345-347 | YMCA/YWCA | #98 | C | Romanesque Revival | 1884 | B |
| | 355 | City Market | | NC | | ca. 1950 | B |
| 44. | 357-369 | Barber School | | NC | | ca. 1950 | B |
| (Appleton St. crosses) | | | | | | | |
| 45. | 395 | Second Cong. Church | #113 | C | Romanesque Revival | 1884/1921 | B |
| | | Skinner Chapel | #113 | C | Gothic Revival | 1912 | B |
| | | Parish House | #113 | C | Tudor Revival | ca. 1910 | B |
| 46. | | Vacant lot | | V | | | |
| 47. | 405-411 | LaFrance Block | #211 | C | Romanesque Revival | ca. 1909 | B |

TOTAL RESOURCES:

36 Contributing Buildings
 11 Noncontributing Buildings
 * City Hall: NR 1975

↓ BOUNDARY INCREASE ↓

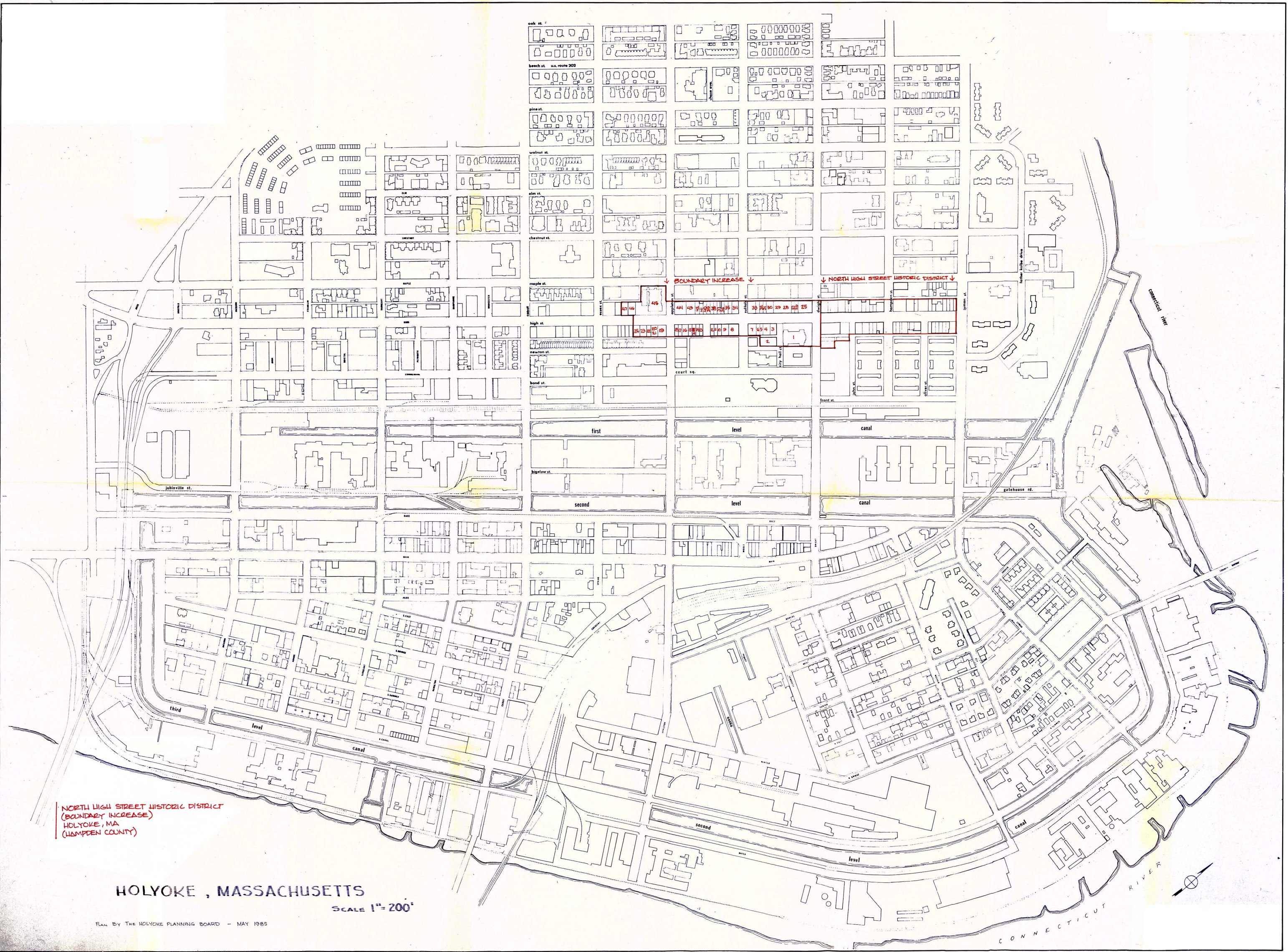
↓ NORTH HIGH STREET HISTORIC DISTRICT ↓



NORTH HIGH STREET HISTORIC DISTRICT
(BOUNDARY INCREASE)

HOLYOKE (HAMPDEN COUNTY)
MASSACHUSETTS

SCALE: 1" = 200'



NORTH HIGH STREET HISTORIC DISTRICT
 (BOUNDARY INCREASE)
 HOLYOKE, MA
 (HAMPDEN COUNTY)

HOLYOKE, MASSACHUSETTS
 SCALE 1" = 200'

PLAN BY THE HOLYOKE PLANNING BOARD - MAY 1985

CONNECTICUT RIVER

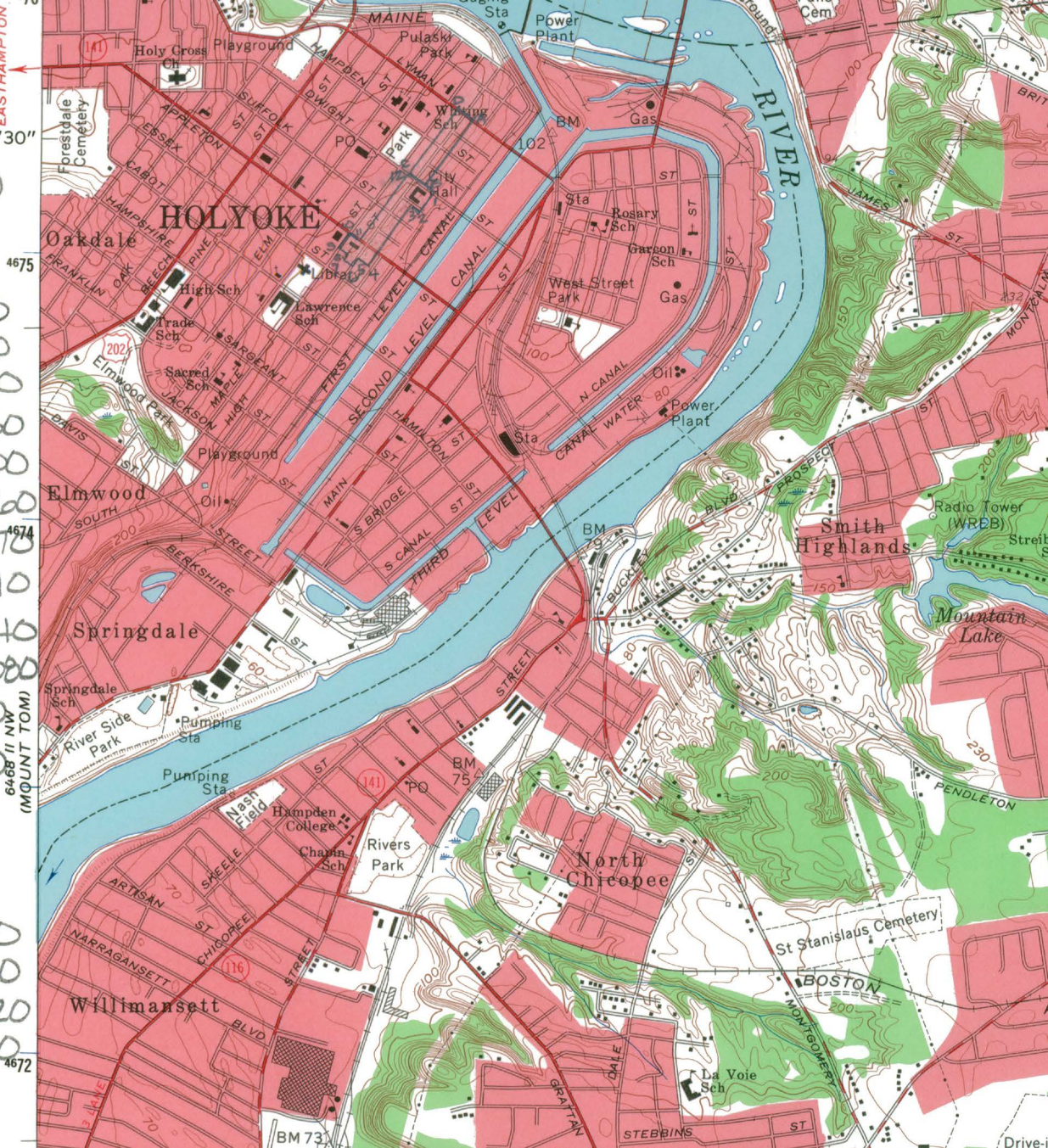
NORTH HIGH STREET
 HISTORIC DISTRICT
 (BOUNDARY INCREASE)

UTM REF. POINTS:

- 1) 18 697580 4675260
- 2) 18 697500 4675180
- 3) 18 697480 4675200
- 4) 18 697300 4674960
- 5) 18 697280 4675000
- 6) 18 697230 4674960
- 7) 18 697210 4674970
- 8) 18 697220 4675010
- 9) 18 697200 4675040
- 10) 18 697260 4673080
- 11) 18 697280 4675070
- 12) 18 697420 4675320

ORIGINAL DISTRICT
UTM REF. POINTS:

- A) 18 697660 4675540
- B) 18 697500 4675300
- C) 18 697440 4675320
- D) 18 697510 4675560





1. View towards the northwest. L to R: 253-257, 251, 245, 233-243 High Street. (Photograph: Gregory Farmer, June 1991)



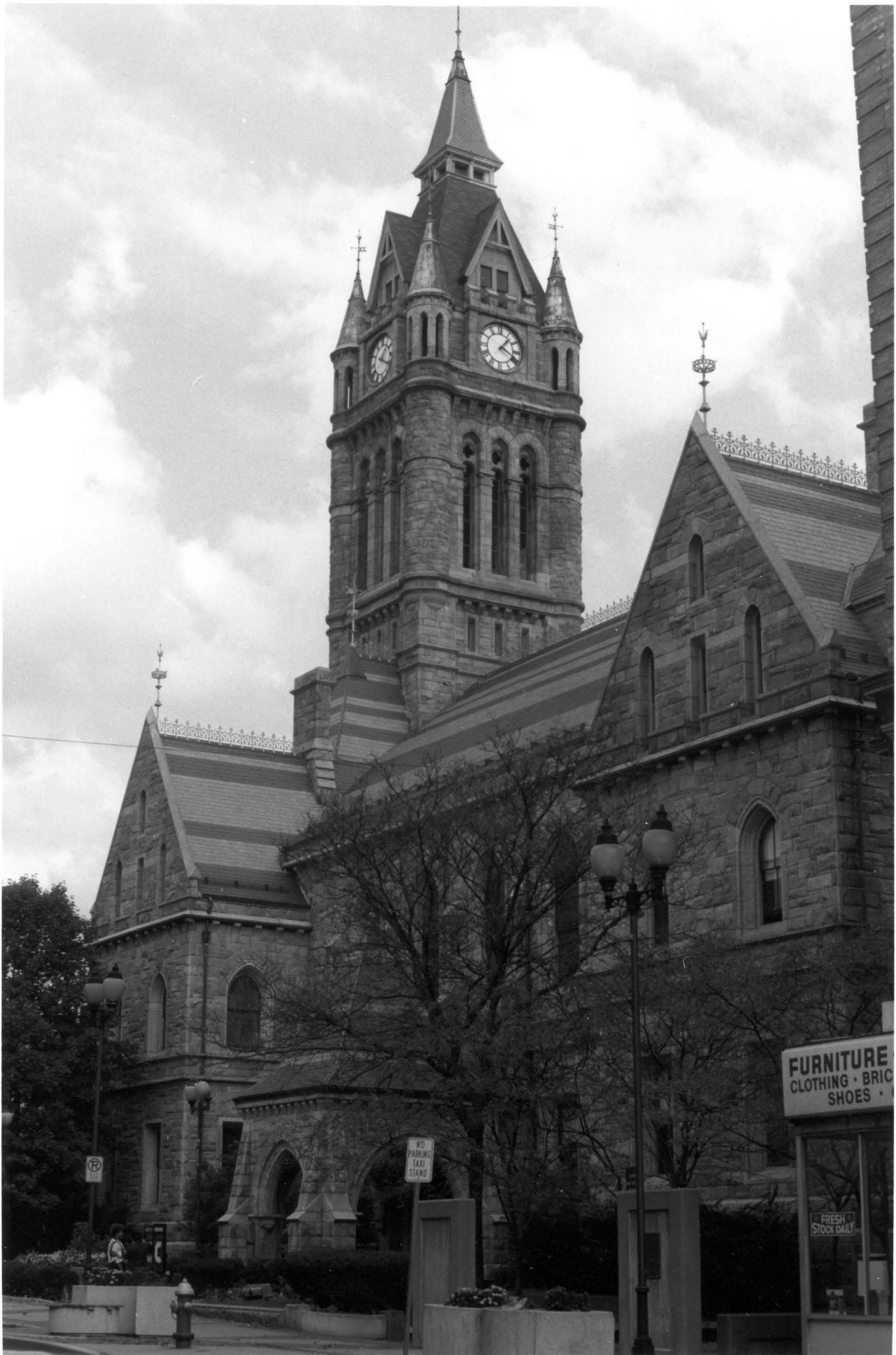
2. View southwest. L to R: 289-297, 285-287, 281-283, 273-279, 259-271, 253-257, 249-251, 245 (partial) High Street.
(Photograph: Gregory Farmer, June 1991)



3. View southeast. L to R: City Hall (partial), 270-276 High Street. (Photograph: Gregory Farmer, June 1991)



4. View southeast. L-R: 278-282, 284, 288-290, 300 High Street. (Photograph: Gregory Farmer, June 1991)



5. View northeast. City Hall, Dwight Street. (Photograph: Gregory Farmer, June 1991)



6. View northeast. L to R: 270-276, 278-282, 284, 288-290, 300 High Street. (Photograph: Gregory Farmer, June 1991)



7. View northwest. L to R: 301 (partial) Suffolk St.; 289-297, 285-287, 281-283, 273-279, 259-271, 253-257, 251 (partial) High Street.
(Photograph: Gregory Farmer, June 1991)



8. View southwest. R to L: 301, 311, 317-319, 321-323, 325-331, 333, 337 High Street. (Photograph: Bonnie Marxer, December 1991)



9. View southwest. R to L: 337, 341-343, 345-347, 355, 369 High Street. (Photograph: Bonnie Marxer, December 1991)



10. View southeast. L to R: 302, 316, 320-322, 324-326, 328-330 High Street. (Photograph: Bonnie Marxer, December 1991)



11. View southwest. R to L: Second Congregational Church, 395 High St.; 405-411 High St. (Photograph: Bonnie Marxer, December 1991)



12. View southeast. L to R: 380, 382-388, 392, 394, 400 High Street. (Photograph: Bonnie Marxer, December 1991)