

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

State Inventory No. 50-01666

New Supplemental

Part of a district with known boundaries (enter inventory no.) 50-01703

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 Arcade Building

other names/site number Newton Eye Clinic

2. Location

street & number 107-111 1st Ave. E.

city or town Newton

vicinity, county Jasper

Legal Description: (If Rural) Township Name _____

Township No. _____

Range No. _____

Section _____

Quarter of Quarter _____

(If Urban) Subdivision Original Plat

Block(s) 21

Lot(s) E 1/2 Lot 3

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)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

If Non-Eligible Property

Enter number of:

— buildings
 — sites
 — structures
 — objects
 — Total

If Eligible Property, enter number of:

Contributing Noncontributing

1 — buildings
 — — sites
 — — structures
 — — objects
1 — 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

Downtown Newton, Iowa

Historical Architectural Data Base Number

50-010

6. Function or Use

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

02A COMMERCE/TRADE/business

11D03 HEALTH CARE/doctors' offices

11D03 HEALTH CARE/doctors' offices

02E COMMERCE/TRADE/specialty store

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

09F02 Commercial/Broad Front

foundation

10A CONCRETE BLOCK

09D01 Roof form/flat

walls (visible material) 03 BRICK

roof _____

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)

- Yes No More Research Recommended

- A Property is associated with significant events.
- B Property is associated with the lives of significant persons.
- C Property has distinctive architectural characteristics.
- D Property yields significant information in archaeology or history.

County Jasper
City Newton

Address 107-111 1st Ave. E.

Site Number 50-01666
District Number 50-01703

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 1965 check if circa or estimated date
Other dates, including renovation _____

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect _____

Builder _____

Don Lorenzen Construction Co.

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 Rita Reinheimer & Mary Jo Niskin date 06/01/12
 organization Newton Historic Preservation Commission telephone 641-792-2787
 street & number 101 W. 4th St. S. city or town Newton state Iowa zip code 50208

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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Arcade Building	Jasper
Name of Property	County
107-111 1st Ave. E.	Newton
Address	City

5. Classification, cont.

The Arcade Building is considered a building and is counted as a contributing resource to the Newton Historic District.

7. Description

Site Description

The Arcade Building is located on First Avenue East, with its façade facing north. It is adjoined on the west by a one-story, flat-roofed building, with which it forms a visual unit. A public sidewalk runs flush to the building on the north side, providing access to the primary entrance. An alley exists on the east and on the south. Secondary access to the building is available from the south alley.

Property Description

This building is a one-story, 55' x 132' brick building on what is likely a concrete block foundation. It is rectangular in form; typical of commercial buildings, its roof is flat. The building falls under the vernacular description of a commercial modern broad front.

The front façade of the Arcade Building is clad in neutral-colored brick, which wraps around the northeast corner of the building, in a quoin-like pattern, to blend in with the cement blocks on the east side. Along the base of the front façade small, ceramic squares create a color and texture that contrast strongly with the canted display windows that open up the north façade as they balance the centrally placed entry. A recessed primary entrance to the building provides an asymmetrically grouped vertical window, door, and transom that are framed in steel. The gray and cream-colored quartz tiles that line the walls around the entry in a mosaic-pattern provide a third texture and color. A steel canopy, original to the building, projects over the primary entrance; attached to the underside of the canopy, is the original sign proclaiming this as the "Arcade Bldg." Fixed domed awnings in brilliant color embolden the façade as they announce the presence of medical offices within. Projecting from the building above the canopy, a small, non-historic sign identifies the optometry office by its former name, The Optical Shoppe.

Integrity Considerations

With regard to design, materials, and workmanship the building retains a high level of integrity. Since the arcade was constructed in 1965, the only significant changes to the building's façade have been the addition of signage above the canopy and the replacement of the original signage with fixed awnings bearing the names of the tenants.

As it relates to integrity of location, setting, and association, the building retains a high level of integrity and contributes significantly to the integrity of feeling created by the generally intact commercial district found in Newton.

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Arcade Building	Jasper
Name of Property	County
107-111 1st Ave. E.	Newton
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8. Statement of Significance

The building is considered a contributing resource to the Newton Downtown Historic District. The building is eligible under Criterion A in association with the history of Newton commerce, significant in its ability to contribute to our understanding of the evolution of the business district and its impact on the economic success of the community of Newton.

Historical Background

Newton was platted as the Jasper County seat in 1847. The commercial district grew up around the courthouse square with the earliest buildings, which commonly housed both commerce and dwellings, constructed of wood. The development of the downtown from its platting in 1846 to c.1890 is tied to its status as the county seat and the 1867 arrival of the Mississippi-Missouri Railroad. The character of the commercial downtown is recorded in images of the contiguous brick commercial Italianate buildings surrounding the courthouse square.

Beginning in the 1890s, it was industry, specifically the washing machine industry, that drove Newton's economy and the commercial success of its downtown. Due to the success and longevity of the Maytag Company, its history presents the greatest impact on Newton's downtown commercial district. From 1890-1920, a period in Maytag history marked by the company's incorporation and the development of the first electrically powered washing machine, a number of significant buildings were constructed in the Newton Downtown District. The addition of these buildings (and others) introduced a 20th century architectural sensibility to the district; moving the visual character away from the Late Victorian era Italianate style that had previously dominated the streetscapes.

During the decade of 1920 to 1930, Newton's population nearly doubled. The period is marked by the Maytag Company's ascension to the nation's leading manufacturer of washing machines. The economic prosperity brought by the company's success is reflected in the Newton Downtown Historic District with the construction of some of its most important buildings including the First Newton National Bank (1920) and the Maytag Hotel (1926). Both buildings lend a sense of importance to the downtown district.

The visual character and composition of the downtown district remained generally constant through the Depression era and war years – a period when industry and commerce (including the Maytag Company) were focused on surviving and on supporting the war effort. The boom that came in the wake of Maytag's 1946 introduction of the automatic washing machine was apparent in the Newton Downtown Historic District by the mid-1950s. Between about 1954 and 1963 the downtown buildings underwent dramatic alteration, a nearly wholesale removal of the Italianate façades and replacement with those reflecting a mid-20th century Modern aesthetic. Buildings altered during that period line the streetscapes of the district. In addition to the Victorian era buildings that were re-faced during this time, a number of new buildings (including the Arcade building) were constructed, their stylistic character reflective of the era.

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107-111 1st Ave. E.	Newton
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8. Statement of Significance, cont'd.

Although the washing machine industry in Newton is now a thing of the past, its mark on the Newton Downtown Historic District is undeniable.

Property History

Prior to 1965, two separate buildings, separated by a firewall, occupied this space. The building to the west (with the street address of 107) was built sometime between 1894 and 1900. A 1945 addition of brick, cement block and hollow tile extended the rear of the building to the alley.

In January 1964, the doublewide building at 109-111 1st Ave. E. was totally destroyed by fire. After the remnants of the building were removed, the lot stood vacant for over a year. The 107 structure survived the fire with only smoke and water damage. Its occupant, Peoples Natural Gas, continued to operate from that location during the ensuing cleanup and for the next twenty years. Since the late 1980s oral surgeons have occupied this office.

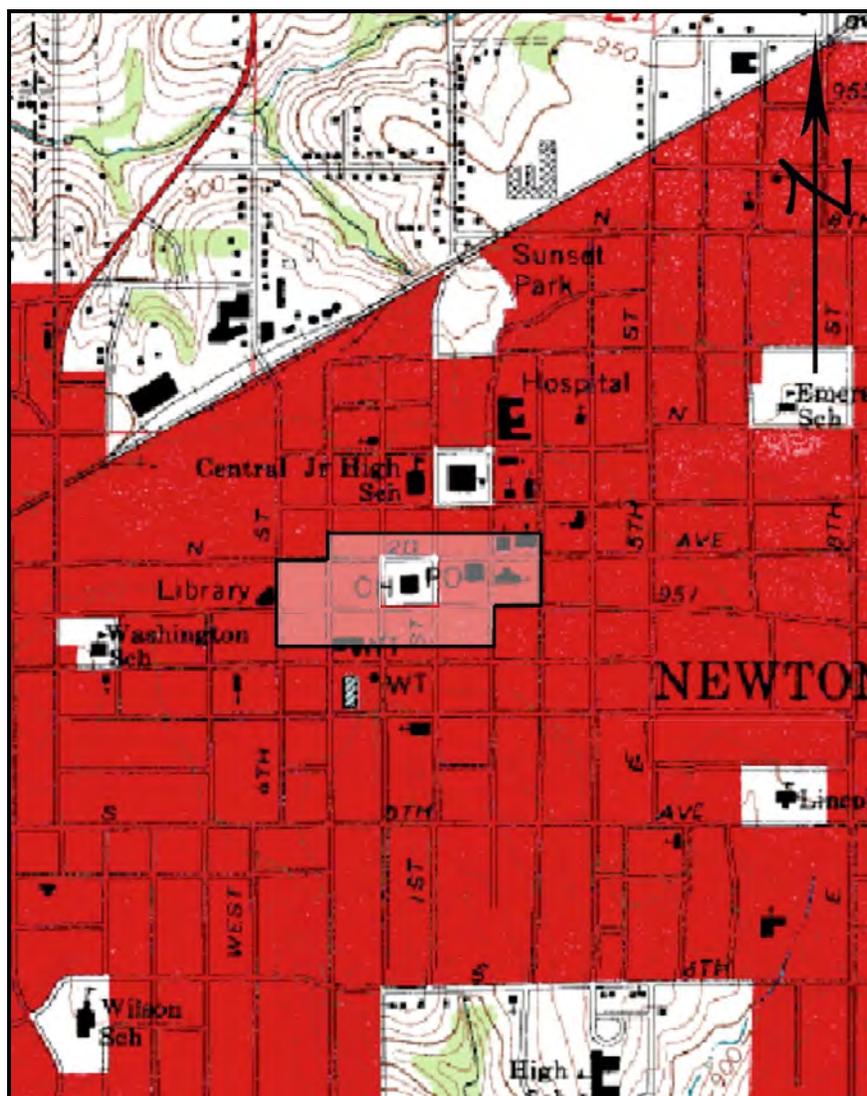
In 1965 a new building was constructed on the site of the fire. It was connected to the 107 building by means of an arcade-style central hall that was situated in the location previously numbered 109. During the construction process, a portion of the east wall in the 107 building collapsed. It was replaced with the same cement block used in the new construction, further unifying the two buildings as one structure. The door to the 107 building was relocated from the front façade to the inside hallway of the arcade. On the east side of the hall, the space was divided into two businesses, both accessible from the arcade hall. The front portion, bearing the number 109, was retail space, occupied by a series of small specialty stores. The rear portion of the east side, numbered 111, housed a professional (optometric) office. In the late 1980s, the optometrists' office expanded to occupy the entire east side of the building, where it still remains, and the 109 address was discontinued.

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11. Additional Documentation - Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON – 1965



(MAP SOURCE: <http://www.trails.com>. Accessed Sept. 2012.)

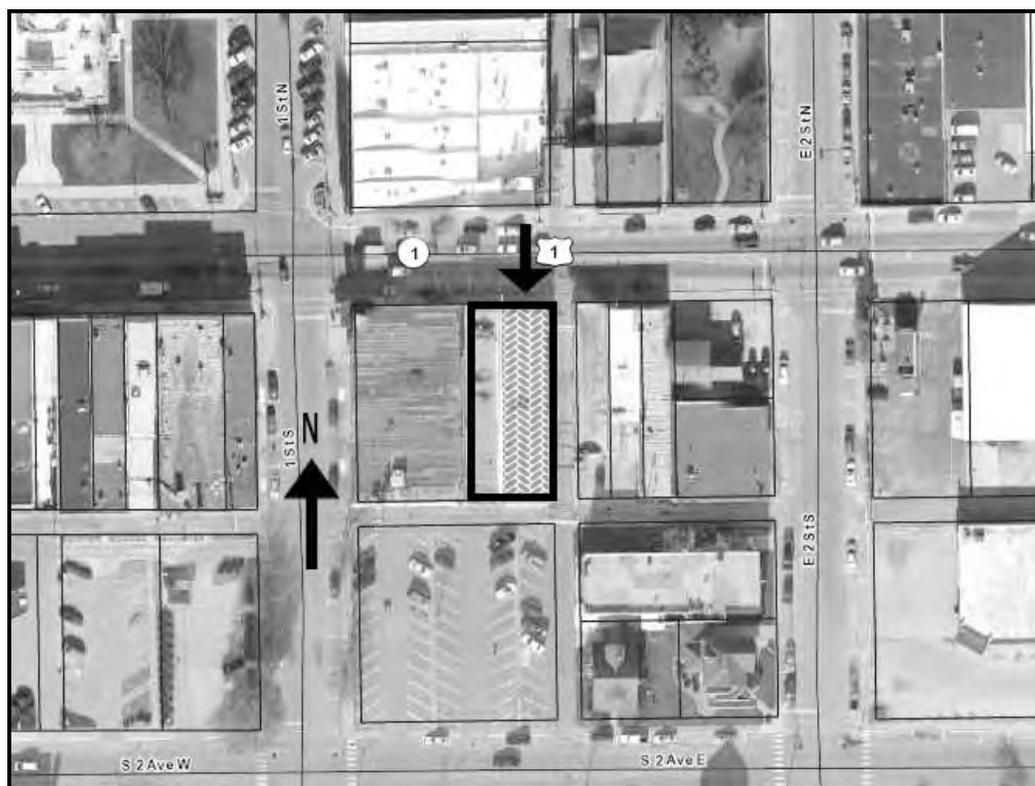
The Newton Downtown Historic District, to which the Arcade Building is considered a contributing resource, is indicated.

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11. Additional Documentation – cont'd.

PARCEL MAP – AERIAL VIEW - 2011



(Source: <http://beaonschneidercorp.com> Accessed June 2011.)

The location of the building is outlined and marked with a downward arrow. The plain-roofed section on the western portion of the site is the original section of the building, numbered 107. The section designated with a herringbone design is numbered 111, the building which burned in 1964. It was rebuilt from the ground up and now houses the eye clinic and arcade walkway.

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11. Additional Documentation, cont'd.

PHOTOGRAPHS



View of the south side of the 100 block of 1 Ave E, looking southwest across 1st Ave. The location of the Arcade Building is indicated by an arrow.

(All images by Sue Smith – July1, 2011)

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Related District Number 50-01703

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PHOTOGRAPHS



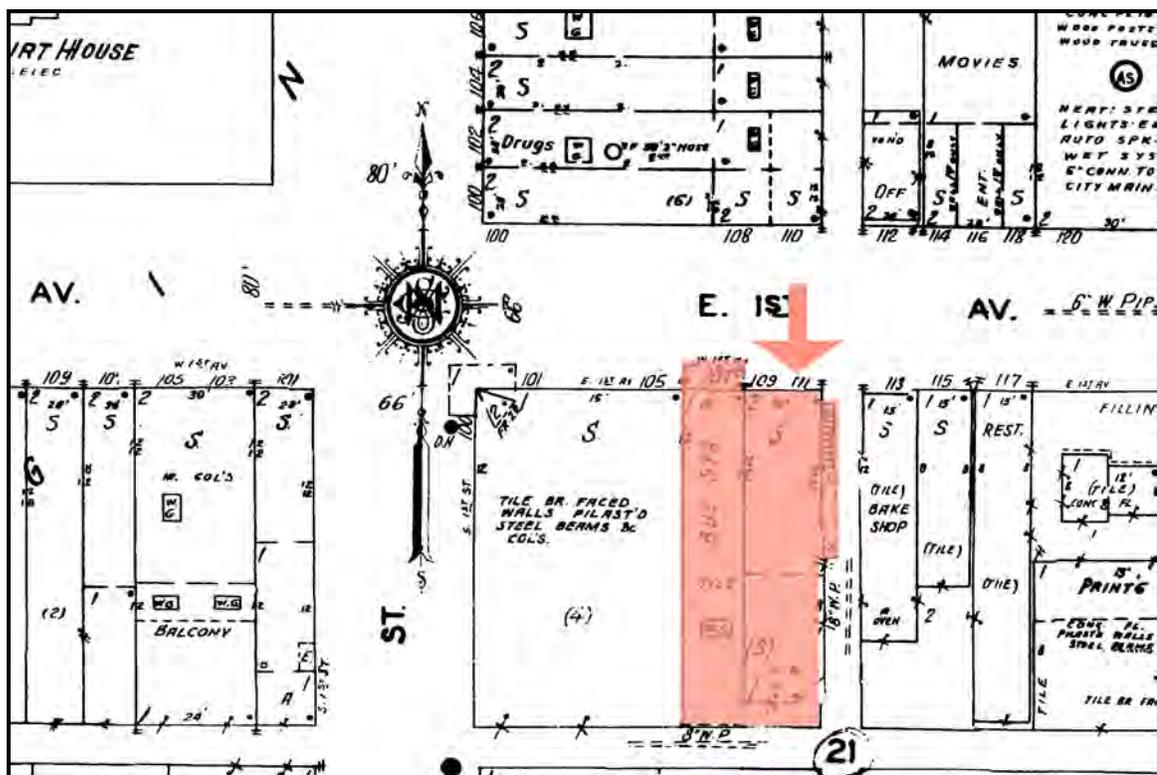
View of the Arcade Building looking southwest across 1st Ave. E.

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11. Additional Documentation, cont'd.

FIRE INSURANCE MAP – 1949 Revision of the 1927 Map



(SOURCE: Sanborn Company Fire Insurance Map, 1949)

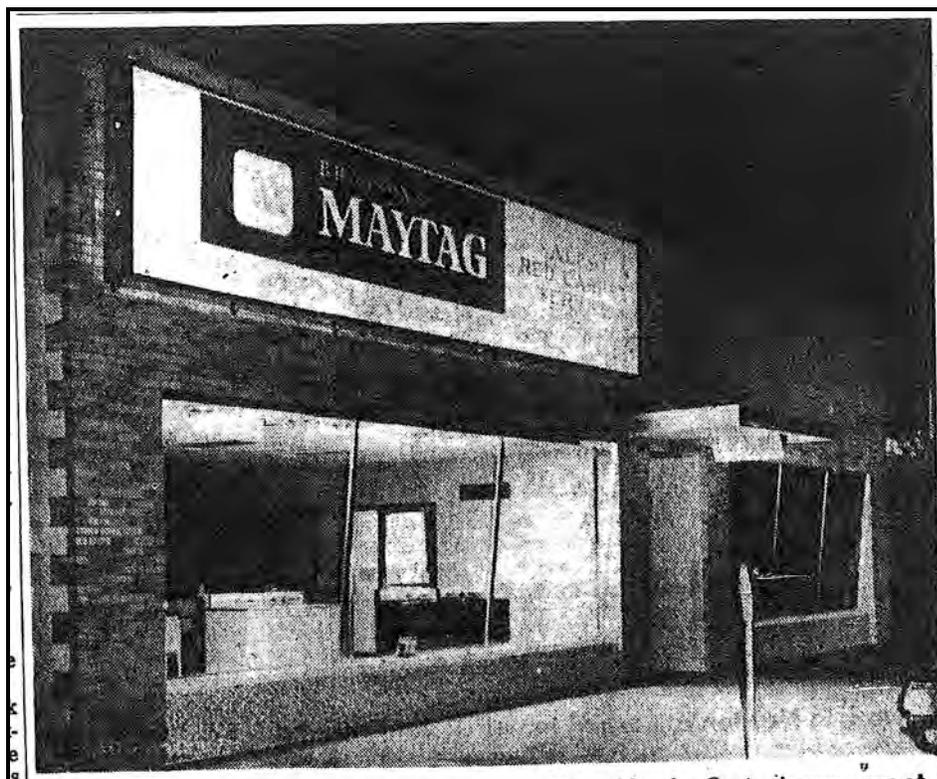
The canopy over the front of the building numbered 107 was removed prior to 1956. After the fire, which destroyed the 109-111 structure in 1964, the replacement one-story building was extended to be even with the back of the 107 building, and the front and rear elevations of the old and new buildings were unified in appearance. The Arcade's central hall is located in the 109 portions shown above.

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11. Additional Documentation, cont'd.

HISTORIC IMAGES - 1965



(SOURCE: Newton Daily News, Nov. 12, 1965)

This night photo shows the entire front of the Arcade Building shortly after its construction in 1965. The illuminated window is the Maytag appliance store, located in the front half of the building's east side and bearing the street address of 109 1st Ave. E. The darkened window at right belongs to the People's Natural Gas Co., 107 1st Ave. E., which occupied the western portion of the building.

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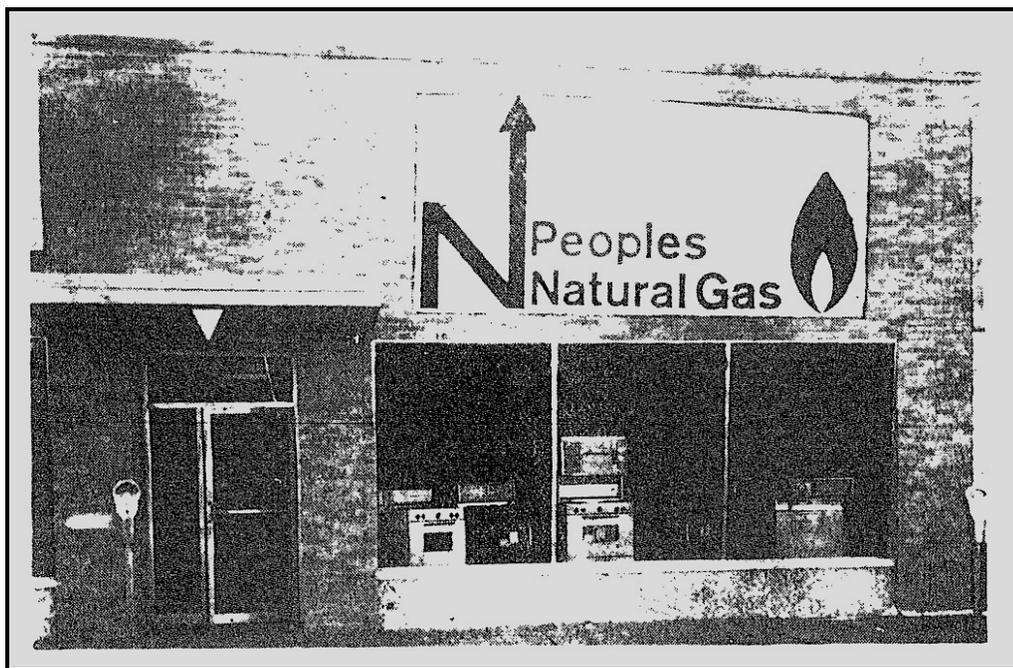
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11. Additional Documentation, cont'd.

HISTORIC IMAGES - 1965



(SOURCE: Newton Daily News)

This ad, which appeared in the newspaper shortly after the completion of the Arcade Building, shows the western portion of the building.

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9. Major Bibliographic References

"Building in Newton is Listed". In Newton Daily News Oct. 13, 1945.

Building permits for this address, located in Newton Public Works Building.

"New Arcade Building To Be Constructed In Downtown Newton". In Newton Daily News Apr. 6, 1965, p. 1 col. 3-8.

Newton (Jasper Co., IA) City Directory. Kansas City, MO: R. L. Polk & Co., 1964, 1969, 1974, 1979, 1984, 1988, 1993, 1997 editions.

Personal interview with Dr. Larry DeCook, former building occupant. (Jan. 16, 2012).