

Site Inventory Form
State Historical Society of Iowa
 (December 1, 1999)

State Inventory No. 70-00987 **New** **Supplemental**
 Part of a district with known boundaries (enter inventory no.) _____
 Relationship: Contributing Noncontributing
 Contributes to a potential district with yet unknown boundaries
 National Register Status: (any that apply) Listed De-listed NHL DOE
 Review & Compliance No. _____
 Non-Extant (enter year) _____

1. Name of Property

historic name Hershey Building
 other names/site number Field Site #: FS-060

2. Location

street & number 214-216-218 Sycamore Street
 city or town Muscatine vicinity, county Muscatine
 Legal Description: (If Rural) Township Name _____ Township No. _____ Range No. _____ Section _____ Quarter of Quarter _____

 (If Urban) Subdivision Original Town Block(s) 33 Lot(s) 6 & 7

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

4. National Park Service Certification [Skip this Section]

5. Classification

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

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).
 Title _____ Historical Architectural Data Base Number _____

Historical and Architectural Survey and Evaluation of the Downtown Commercial District 70-013

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
<u>02D02: Commerce/Bank</u>	<u>02A01: Commerce/Office Building</u>
<u>02A01: Commerce/Office Building</u>	_____
_____	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>09F05: Commercial/Brick Front</u>	foundation <u>10B: Concrete/Poured</u>
_____	walls <u>03: Brick</u>
_____	roof <u>15C: Rubber</u>
_____	other _____

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

8. Statement of Significance

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

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

County Muscatine
City Muscatine

Address 214-216-218 Sycamore

Site Number 70-00987
District Number _____

Criteria Considerations

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

Areas of Significance (Enter categories from instructions)

05: Commerce

Significant Dates

Construction date 1908 check if circa or estimated date
Other dates _____

Significant Person

(Complete if National Register Criterion B is marked above)
Mira (Almira) Hershey

Architect/Builder

Architect O.H. Neher (possibly Neber)
Builder Bartlett & Kling

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 Jim Rudisill, Planning & Community Development Coordinator (R.L. McCarley, Consultant)

organization City of Muscatine date January 12, 2005

street & number 215 Sycamore telephone 563-264-1554

city or town Muscatine state Iowa zip code 52761

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 non-contributing 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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7. Narrative Description

The Hershey Building is a five-story cement, brick tile and steel structure constructed in the three-part vertical block style. The overall building measures 120 feet (fronting Third Street) and 80 feet (fronting Sycamore Street). However, when the building was constructed, the southwest corner of the structure above the first floor was left as an open court. Skylights were then installed on the roof of this section to provide natural light to the first-floor stores located below this court. The effect of this design was to create two five-story wings with the single-story portion lying within the interior angle. The shorter east wing that fronts Sycamore Street is composed of four bays separated by full-height pilasters. The north wing fronts Third Street. It contains six bays, also separated by full-height pilasters. The pilasters on both wings extend to the top of the parapet. Most of the construction was done in 1908, although it appears final work might not have been completed until early in 1909 (Muscatine Journal Improvement Edition 1908, 15 & 18).

Almira (Mira) Hershey, daughter of Benjamin Hershey, a pioneer lumberman of Muscatine, financed construction of the building as a new location for the Hershey State Bank. It formerly was at 100 E. Second. The bank was liquidated in 1933 and control of the structure passed through several owners. The Seco Investment Company, a subsidiary of the Stanley Engineering Company, eventually acquired it in 1951. There has been extensive remodeling of the building's exterior, especially its first floor and mezzanine, but it continues to show the three vertical blocks, including a distinct first floor/mezzanine level; a unified middle composed of the second, third and fourth floors; and a well-defined fifth floor.

Despite the exterior alterations that have been completed on the Hershey Building, it does retain its basic style, fenestration and overall integrity, especially on the top floors. Newspaper articles that were published during the building's construction, and following Mira Hershey's death in 1930, indicate she intended to provide the community with a showcase downtown commercial building (Journal Improvement Edition 1908, 15 & 18; Journal 1930, 1). In addition to providing a location for the Hershey State Bank, the building also had the capacity for over 100 offices, specialty shops and other businesses. The Journal reported the building's unique construction offered a "beautiful, massive and yet practical" structure for community businesses and residents (Journal 1908, 18 & 15).

Construction of the building first required the builders to install a 12-inch thick, steel-reinforced, cement retaining wall parallel to Sycamore and Third Streets. The retaining wall, which varied in depth from 12 to 22 feet, continued around the backside of the structure where it doubled as the foundation wall. On the side facing the streets however, the wall extended out to the street edge. Five rows of reinforced cement columns were then installed parallel to Third Street. Each column was 20 feet apart from the other and extended up to 21 feet deep into the ground. An interlacing set of steel girders and beams were installed over the columns and concrete floor slabs were then laid over this network. As each floor was completed, a new set of columns was installed directly over the lower columns and the flooring process repeated.

Although the interior network of steel and concrete was maintained throughout the structure, the builders stop using concrete for the exterior walls once the foundation reached the surface. Two different materials were used for these higher walls (Journal 1908, 15 & 18). Those that did not face the street

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were constructed of 12-inch square hollow tile, which provided protection from both fire and frost. The walls facing the streets were constructed differently. It was originally proposed the outside section of the columns and girders be faced with ornamental concrete, which was to be cast on-site to resemble cut stone. Portions of the building, such as the sills and the corbelling along the upper cornice, show some of this construction material. However, the brick facing that is now on the building was apparently substituted in the actual construction, indicating all the exterior walls might also be hollow tile. The interior walls were constructed of smaller-sized clay tile.

Historic photographs and construction reports of the building indicate four storefronts were located on the exterior of the first floor (Journal 1908, 15; Randleman 1981). Three of the storefronts faced Third Street while the fourth was located on Sycamore Street. The main entrance to the building was located on Sycamore and provided access to a main lobby. This opening extended over one bay and was more ornamental than the others. The historic photos showed a thick entablature over the entry. The cornice included the building's name (Hershey Building) and supported two pilasters that were about half the height of the pilasters found in the other bays. The primary entrance to the Hershey State Bank, which occupied the northeast corner of the building, was located in the main lobby. There were two additional entrances to the bank. A private entrance from Sycamore, which was located just to the north of the main building entrance and a back door entrance that faced Third Street.

The storefronts on the east (Sycamore Street) and north (Third Street) elevations have been remodeled. Several changes occurred, including the elimination of the mezzanine windows, elimination of the private Hershey State Bank entrance and modification of the storefront and main building entrances. Panels of segmented and unsegmented black hardboard and smoked glass have been installed across the majority of the first floor and mezzanine bays. The entablature and revolving doors that formerly were part of the main building entrance have been removed and replaced with additional glass and hardboard panels. The entry door is a double glass unit surrounded by glass panels on each side. The original stonework that covered the first floor face of this elevation has also been replaced with ceramic brick. The only remaining openings on the first floor level of the east elevation are a set of fixed vertical windows that are located to the left of the main entrance. The north elevation currently has two single-door entry and a larger double-door entry into Sycamore Printing. The basement entrance also remains, but its original door has been replaced with a solid steel unit with no lights.

The upper stories of the east and north elevations are also similar. The east (Sycamore) elevation is four bays, while the north (Third) elevation is six bays. Brick pilasters divide each bay and define the ends of the building. Each bay of the middle three-story section of the building consists of three windows with replacement one-over-one-light double-hung sashes. The openings are simple, as typical with early 20th century commercial architecture. A small projecting brick band separates the fourth and fifth stories, creating the top section of the building. This section also has three windows with replacement sashes in each bay. An entablature, which probably extended around the roof on at least the east and north facades of the building, has been removed. Several rows of brick that do not match the originals are visible where the entablature once was located. An undated photograph (Stanley Building File c.1945) shows the entablature. Although the entablature has been removed from the building, the accompanying stringcourse remains and still provides a clear separation between the top and middle vertical blocks.

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it does not appear there have been many changes to the ends or backs of either five-story wing. A single window on the fifth floor is the only opening on the south end of the east wing. This end is an addition that was constructed ca. 1970 to house a fire escape stairway. The window is centrally located in the addition. A steel grate canopy sets over the window. Although the ends and back of each wing have been parged, the fenestration does suggest the same four bay-six bay arrangement seen in the façades was maintained on the backside of each unit. The back of the east wing features two sets of three windows each on the top three floors. The building's one-story unit blocks the view of the second floor fenestration. The rear of the north wing shows a more varied fenestration, but its arrangement points to a six-bay format, with four of the six bays identifiable window and other openings. Like the east wing, the north wing's fenestration is only visible on the top three floors. Starting nearest to the east wing, the first distinguishable bay arrangement includes a set of vents, with a companion set of two windows to the west of each vent. To the west of this set of openings is another set of three windows. Continuing west, the next identifiable bay includes a set of two windows. The fifth floor set has an additional small, fixed window located to the upper left of the other two. The third and fourth floor windows do not have this companion unit. The final bay on this elevation includes a pair of windows near the building's west end, with an adjoining vent to their left.

The south elevation of the one-story southwest corner has a single glass door opening in its northwest corner. The west elevation (west ends of the north wing and one-story unit) of the Hershey Building is no longer exposed because of the construction of the adjacent Stanley Building.

The Muscatine Journal (Journal 1908, 18) described a variety of original interior features that have been removed, including a main stairway built of Alaskan marble (Journal 1908, 15 & 18). The stairway access was in the main lobby of the building. The building's two elevators, one automatic and one manual, were also located in the lobby. The rest of the first floor included the bank in the northeast corner and several stores in the west end of the north wing. The bank's partitions and trim were mahogany. The arrangement of offices on the middle floors was basically the same, with 19 office suites on the second floor and 21 offices on the third and fourth floors. Hallways ran along the length of the wings, with offices and other rooms located along both sides of the hall. The original finish on all the upper floors was red birch. The fifth floor was originally devoted to the Commercial Club and included a variety of entertainment, including a bowling alley, billiard room, card room and a parlor. The Journal reported the basement included a café and barbershop, but there is no indication in the city directories those were actually constructed (Journal 1908, 15 & 18). The Journal further reported that triangular prisms originally were installed in the sidewalk outside the café. The prisms connected to windows in the café and provided natural light for the basement café. The unique feature was credited with providing "surprisingly good light" (Muscatine Journal 1908, 18).

Most of the interior was renovated ca. 1965 and the majority of the original amenities removed. The only features that remain are the twin elevators, although both are now automatic and have been renovated to meet current elevator standards. Most of the interior walls have also been replaced or recovered with new wallboard or other material that have substantially altered the original floor plan, especially of the first floor/mezzanine level of the building. Additional remodeling on the upper floors has included suspended ceilings, new walls and similar work. The location of the original hallways appears to have

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been retained. The original marble stairway however has been replaced with a wood and sheetrock structure.

8. Narrative Statement of Significance

The Hershey State Bank does not appear to be individually eligible for the National Register of Historic Places under Criteria A, B, or C. However, it does appear to be a contributing building in a potential downtown historic district.

The construction and presence of the Hershey State Bank in downtown Muscatine has been significant over the years. However, a number of changes have been made to the original building, including the remodeling of all the storefronts, replacement of the windows, and removing of a more elaborate cornice. Additional changes have been made to the interior. Thus, this building does not appear to retain the integrity to be individually eligible for the National Register of Historic Places under Criteria A, B, or C at this time. The majority of the alterations to the building occurred with the adaptation of the building for Stanley Engineering in the 1960s. Stanley Engineering is a significant local business with a worldwide presence, and this building will need to be reevaluated around 2010 or 2015 for individual historic significance.

However, it does appear to retain sufficient integrity to be a contributing building in a potential downtown historic district. It is strongly associated with one of the identified historic contexts for the district: "Civic Pride and Accomplishment. Its construction met a major need for the downtown – permanence. Its construction method promised a stable, fireproof structure that would stay in that spot for years. Since it was constructed by a bank, its promise of stability extended beyond its own physical features to the rest of the economic community. The residents clearly understood its impact. News reports recalled that impact years later in Mira Hershey's obituary, when the construction was identified as "an expression of (Miss Hershey's) faith in the advancement of Muscatine" (Journal 1930, 1). The architectural features of the structure, coupled with its connection to an early Muscatine business enterprise and family, and a more recent, but still historic, engineering business development, provides a strong and significant relationship to Muscatine's history. It is also associated with another historic context identified for the district: "20th Century Business and Industry," particularly for its association with Stanley Engineering. The overall scale and details of the building read as an early 20th century building, with simple brick work and detailing.

In its 1908 Prosperity & Improvement Sections, the Muscatine Journal identified the newly constructed Hershey Building as proof of the city's growth and viability: "Nothing so absolutely proves that Muscatine is growing and advancing as does the erection of the new Hershey bank building, which when completed, will be the most modern and up to date structures in the city" ("Building A Concrete Structure," 1908, 15). Not only was this the first structure in Muscatine to use an innovative steel and concrete construction method, but its construction also demonstrated the confidence that local and former residents held for the community's development. The new building, coupled with the nearby

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German-American Bank Building, which had just been constructed a few months earlier, provided nearly 200 offices and other business outlets.

News reports at the time the Hershey Building was constructed promised it would be both fireproof and frostproof. Fire had always been a fear of property owners in the closely packed downtown area. The steel and concrete used on the building meant the wood roof, window sashes, doors and miscellaneous trim were the only flammable material in the building (Journal 1908, 15& 18). In addition, there were two emergency hose connections on each floor to provide water if a blaze did break out. "It is as nearly fire-proof as possible," news accounts reported (Journal 1908, 18). Other innovative features of the new structure included a central vacuum system, its own electrical plant with both AC and DC current, and individual thermostats in each office or room to control heat. "There is not a city in the state that may boast of an office building the equal of the new structure outside of Des Moines, and it should indeed be hard to conceive of how a better building could be erected," news reports gloated (Journal 1908, 18).

There is no indication of what type of business response the owners were hoping the building's construction would generate, but over the first few years, the number of tenants grew at a steady, but slow pace. Unfortunately, the bank was unable to match the growth. Poor management decisions and the depression contributed to the liquidation of the Hershey State Bank in 1933. Over the next 12 years the building would focus on small office use and development. In 1946 however, a growing engineering firm would become a tenant. Originally known as Central States Engineering, this early two-person engineering firm had been gradually growing. C. Maxwell Stanley joined the firm in 1932 and eventually bought out his partners. He would eventually turn Stanley Engineering into the centerpiece of the Stanley Group, a multi-faceted engineering and planning firm that has become a worldwide leader in civil and environmental projects.

That faith and pride appeared to have been shared by others in the community, because tenants were quickly attracted to the new building. The 1911 city directory did not break out the tenants, although Hirt & Fesler Piano Store was listed as one of the ground-floor businesses, but by 1913 over a dozen medical practices, real estate and insurance agencies and other businesses were operating in the building. Dr. A.B. Clapp was one of the building's first tenants and he continued to operate his medical practice from the site through 1946. While the building appeared to hold the most attraction for professional and other service businesses, the Fox Lumber Company apparently located its corporate office in the building in 1913. That year also marked the start of Central States Engineering in Muscatine. However, it would not be until 1946 that the engineering firm, would expand from its original Iowa Avenue location, become a Hershey Building tenant and eventually its owner.

The growth would continue over the next 25 years as the number of businesses more than doubled to 33. The State of Iowa recognized the building's attraction to the community and located the Muscatine office of the Iowa State Highway Commission on the fifth floor in 1931. Local economic development officials however had been even quicker in recognizing the building's draw. In 1919 the Muscatine Association of Commerce had opened an office in the building.

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As a major business magnet in the first three decades of the 20th century, the Hershey Building significantly contributed to the community's economic growth and the civic pride that came with it. The Hershey State Bank continued to own and operate the building until 1933, when Mayor Herman Lord declared a three-week business holiday because of financial issues at it and the First National Bank. Although the declaration included all non-essential business activities, the only operations that apparently were affected by the mayor's action were the two banks. (Journal 1933, 1). Following a round of community and neighborhood meetings, a plan of action to handle the banks' finances and depositor claims was developed. The plan apparently failed to save the Hershey State Bank however and it was liquidated later that year and ownership of the structure passed through several owners.

Though the Hershey State Bank traces its roots to earlier establishments, the bank opened as the Hershey State Bank in December 1894, after the death of Benjamin Hershey. His daughter, Almira (Mira) Hershey sat on the Board of Directors. Although Hershey had permanently moved to Hollywood, California in 1900, she continued to have business and personal interest in her hometown. In 1907, Hershey and other directors of the Hershey State Bank finalized plans for a new building at the corner of Sycamore and Third Street. The architect for the project apparently was Hershey's architect-in-chief O.H. Neher (possibly Neber) and the builders were Bartlett & Kling (Journal 1908 15 & 18).

In its 1908 Prosperity & Improvement Sections, the *Muscatine Journal* identified the newly constructed Hershey Building as proof of the city's growth and viability. Not only was the bank's physical structure impressive - the newspaper reported it would be the tallest building in Muscatine at that time - but it had been constructed by Mira Hershey, heir and successor to her father Benjamin, one of the most influential pioneers of Muscatine. Her family had helped initiate the lumber industry in the community and she had continued that enterprise through her financial involvement with the Mira Hershey Lumber Company. She had also launched a number of philanthropic efforts that would meet social needs in the community.

She financed the construction of the Hershey Memorial Hospital in memory of her father and also provided the funds to build the first three-story, brick structure of the Lutheran Orphans' and Old People's Home on Burlington Road. Those gifts, along with the decision to finance construction of the Hershey Building, were made after she moved to California, where she invested in real estate and continued her philanthropy (Journal 1930, 1).

Her decision to construct the building demonstrated a continued belief in Muscatine's economic future and appears to have been her final legacy to the city.

The combination of ownership change, bank failure and the deepening recession caused a small drop in the number of building tenants through the early half of the 1930s. In 1931 around 33 businesses, including the Boy Scouts of America, several medical offices, attorneys, insurance and real estate agencies and music shops continued to operate in the building. The State of Iowa's Highway Commission also continued to maintain its Muscatine office at the site. In 1934 the number of businesses dropped to 29, with most of the loss coming from the music shops. The building began to rebound in 1939 however, as the number of businesses operating there climbed to 38. A number of retail and service shops, including several beauty and jewelry shops, opened in the building. The State of Iowa

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also continued to have a presence in the structure, but instead of the Highway Commission, the Iowa State Employment Service opened an office. Today the State of Iowa houses its Department of Social Services office in the building.

The war years between 1941-46 reduced the number of tenants in the building. There were 27 early in the decade, but by the mid-1940s, the number had shrunk to only 21. However, Stanley Engineering had moved into the fourth floor in the mid-1940s, leaving only enough room for two dental operations. It purchased the building in 1951 and over the next few years continued to expand, taking over the fifth floor by 1956 and the third floor and basement by 1959.

The acquisition of the building by the Stanley Company in 1951 also marked that company's initial first steps towards developing into a world-renowned engineering and consulting firm. Charlie Young founded Central States Engineering in 1913. In 1932, he was joined by a partner, C. Maxwell Stanley. Under this new partnership, the firm grew rapidly as Young & Stanley, Inc. In 1938, Young retired, and the firm became the Stanley Engineering Company. Stanley pioneered quality methods for rural electrification, state highways, sanitary systems, and running water. In 1957, the company opened its first international office in Monrovia, Liberia (The Stanley Group 2004).

Stanley's methods and service practices were codified in his 1961 book, *The Consulting Engineer*, as a staple source book for engineers. The name changed to Stanley Consultants, Inc. in 1966 to better reflect its work, and it continues to operate under a new parent company, The Stanley Group, as one of the largest engineering firms in the Midwest. The corporate headquarters in Muscatine supervises the eleven domestic and ten international offices (The Stanley Group 2004).

Although the Hershey Building no longer provides the space for the corporate offices, it continues to provide the room for important support services. Its role during the company's growth is a key component of Muscatine's 20th century business development in the later half of that century and helps maintain the important business relationships that initially led to the building's construction.

9. Major Bibliographical References

City Directories, Muscatine. Various publishers, 1856-present. Available at the Musser Public Library.

"Muscatine's Largest Commercial Building Completed." *Muscatine Journal (and New-Tribune). Prosperity and Improvement Sections*, December 17, 1908, 15 & 18.

"Mira Hershey Dies In West," *Muscatine Journal*, March 7, 1930. 1

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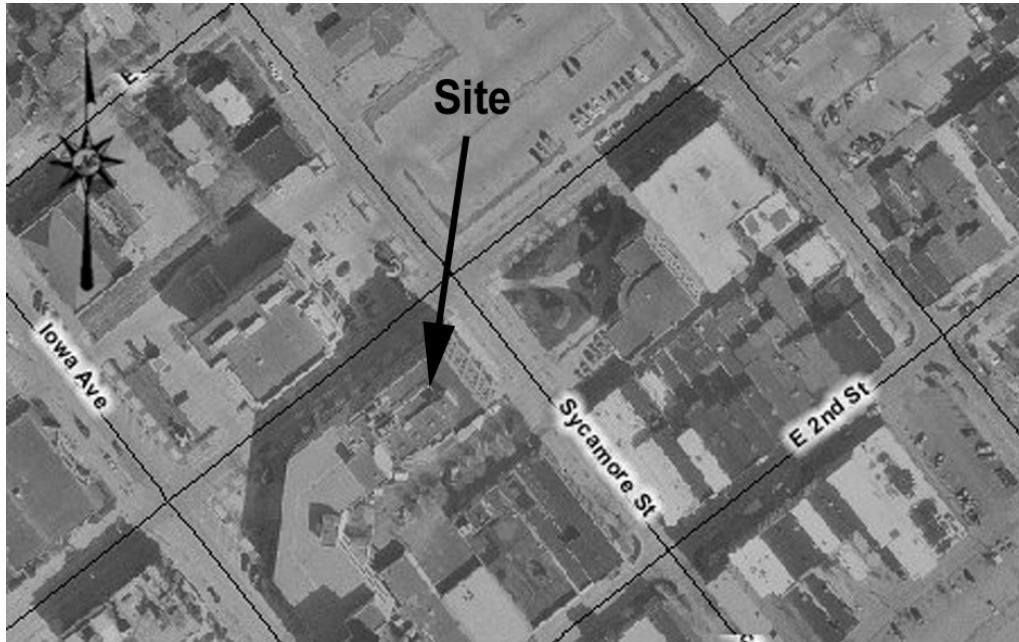
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Location Map



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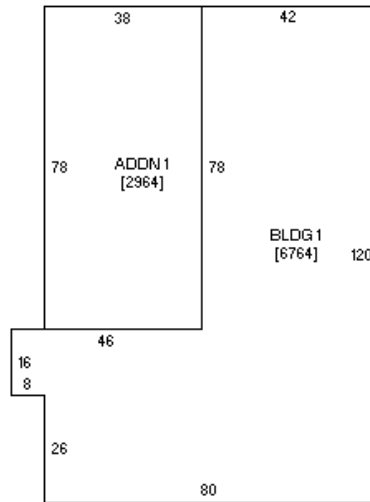
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Plan (from assessor's office)



(front – Sycamore St.)

Photograph of building (digital image)

