

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

State Inventory No. 70-00116 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 Laurel Building
 other names/site number Field Site #: FS-049

2. Location

street & number 101 East 2nd 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) 1,2

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

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
<u>02F: Commerce/Trade/Department Store</u>	<u>02A01: Office Building</u>
<u>11D03: Health Care/Doctor or Dentist's Office</u>	_____
_____	_____

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
<u>07C: Early 20th century American / Chicago</u>	foundation <u>03: Brick</u>
<u>08C: Modern / Art Deco</u>	walls <u>03: Brick</u>
_____	roof <u>08B: Rolled Asphalt</u>
_____	other <u>07: Terra Cotta (detailing) 04D: Marble</u>

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 checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	C	Property has distinctive architectural characteristics.
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> More Research Recommended	D	Property yields significant information in archaeology or history.

County Muscatine Address 101 East 2nd Street Site Number 70-00116
City Muscatine 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)

02: Architecture
05: Commerce

Significant Dates

Construction date
1917 check if circa or estimated date
Other dates

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect
Paul V. Hyland
Builder
W.M. Sutherland

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 Devin Pettit Vice-Chairman M.H.P.C. (R.L. McCarley, Consultant)
organization Muscatine Historic Preservation Commission date March 14, 2005
street & number 215 Sycamore Street telephone 563-264-1550
city or town Muscatine state IA. 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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<u>Laurel Building</u>	<u>Muscatine</u>
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Address	City

7. Narrative Description

The Laurel Building is six story (with a mezzanine level), three bay, cream colored brick building with terra cotta and stone detailing. The building is three bays wide and five bays deep. Each bay consists of a series of windows. It has several early 20th century American stylistic influences, including the Chicago School and some Art Deco.

The storefront has been modestly modified, with newer metal doors at the front entrances, replacing mahogany doors with bronze on the bottom. A terra-cotta canopy supported by large chains surrounded the façade and the west elevation. This structure was removed and a cement canopy was made in its place at the façade elevation only. Another change is the covering of the original prism panels on the storefront frieze, above the existing canopy (*Muscatine Journal*, October 9, 1917, pg. 10). These prism panels also extended three-fifths of the way down the west elevation. The other two-fifths of the storefront frieze on the west elevation had small windows, also covered now. The west elevation also had storefront windows that were filled-in with brick in early 1968, after a fire had damaged the windows in October 1967 (*Muscatine Journal* December 30, 1968 section 2,pg.11). An entry is located at the rear of the west elevation.

The façade on the second to sixth floors includes three groups of four windows separated by pilasters. These are one-over-one-light double-hung wood windows with simple stone lintels and sills. Slightly projected soldier brick detailing defines the edges of panels above and below the windows. Large pilasters separate the bays. Overall, the vertical height of the building is emphasized. There is terra cotta art deco detailing at the sixth floor on the larger pilasters. The west elevation has five groups of four windows of the same style as the facade. The second and third floor windows were changed from the original windows with one large center window and a small one-over-one-light double-hung window on either side (GR 88, July 1919). These windows were probably changed in the 1980s. The remaining windows on the upper stories appear to be original. The east elevation on the second to fourth floor has one group of three and one group of four one-over-one-light double-hung wood windows. The fifth and sixth floor is the same but an additional group of three windows have been filled in. There is a relatively new chimney built on the east side. The Sanborn Map shows little change from 1919 to 1946, except for the address which used to be 101-105 East 2nd Street. Most of the changes on the building appear to have occurred later.

The frieze is defined by a band of decorative terra cotta detailing on the façade (south) and west elevation. "Laurel" is carved in stone panels centered on each of these elevations. The brick parapet has decorative end pillars and two interior merlons, creating a battlement appearance. The parapet is capped in stone, and is located on the south and west elevations only.

There is a one story "addition" to this building at the façade elevation previously known as 107 East 2nd Street. The historic building (107) at this location does not appear to have actually been associated with the dry goods store that the Laurel replaced; there was a shoe store here for many years according to city directories. This building replaced an older building that had been damaged in the 1916 fire, it was a three story Queen Anne. It had oriels on the second and third floors and an elaborate cornice. It was

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known as the Bishop Building and was constructed in 1890 (“1705b,” Grossheim Collection; “New Building Built,” 1891, 83). It appears to be associated with the Laurel Building on the 1919 Sanborn map, with similar construction material noted. The detailing is also similar (“GR 88,” July 1919, Graham Collection). The photo shows the overall appearance of this “addition”, however, the storefront level has been severely altered by removing windows and filling them in with brick. This building is now used for storage.

8. Narrative Statement of Significance

The Laurel Building appears to be individually eligible for the National Register of Historic Places under Criterion A. The building was built in 1917, replacing an older building that burned down. Additionally, it appears to be a contributing building in a potential downtown historic district.

The Laurel Building is the only known building in downtown Muscatine that was built as a department store with upper story offices. The construction of the Laurel Building was near the culmination of a period of rebirth and pride in Muscatine. When the old dry goods store burned down, efforts were quickly made to rebuilt on this site with not only a new building but an impressive, modern building. Thus, it appears to be eligible for the National Register of Historic Places under Criterion A, under the context of Civic Pride and Accomplishment. Though it has seen some changes, the overall design, scale, and presence of this building in the downtown continues to convey this significance. However, with the storefront and window alterations, it does not appear retain sufficient integrity to be eligible under Criteria C.

The Laurel Building also appears to contribute to a potential downtown historic commercial district. It falls within two historic contexts identified for the district: “Civic Pride and Accomplishment” and “20th Century Business and Industry.” This building appears to be the only Chicago style building in this potential district, as well as only building in this potential district that was built as a department store with offices above.

The B.E. Lilly Dry Goods Building, which had been here for many years, burned down on January 15, 1916 (Van Wey 2003: 33). Work was soon begun on a new more impressive building (Laurel Building). Work was completed on the outside and the building enclosed on May 11, 1917. The interior was completed in the following September (*Muscatine Journal* October 9, 1917, p.10).

The architect of the building, Paul V. Hyland, had also designed the Muscatine State Bank (1909) and Hotel Muscatine (1914). These three buildings are all within a block of each other, and were a part of a larger group of buildings built between 1890 and 1925 during a period of civic pride and prosperity.

The McColm and Company Department Store was the first business to occupy this building. Originally the name of this business was McColm and Davidson, and was located at the corner of Second and Sycamore. In 1870 the name changed to J. McColm and Sons. For a while the business moved to 123-

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25 East 2nd Street. When they moved into the Laurel Building in 1917, the name changed again to McColm and Company (Randleman 1981:16).

The McColm Department Store opened on October 9, 1917, where the guests were treated to live music on all five floors that the department store occupied. Special clerks showed them around, and this special grand opening continued for three days. Decorations filled the floor, mainly that of flowers and ferns. The third floor had a Japanese theme with “two large Japanese parasols suspended from the ceiling, with oriental furniture, Japanese rugs, pictures of Japanese architecture, large parlor lamps etc.” There was also three young Japanese men dressed in traditional Japanese clothes, and there were three natives of Japan that entertained. On the second floor the latest fashions were displayed by live models from Chicago (“Laurel, Home of McColm & Co. is Formally Dedicated,” October 9, 1917, 2).

In 1930 the J.C. Penney Company moved in, having previously been located at 209 East 2nd Street from 1924 to 1930. The J.C. Penney Company occupied the basement and 1st floor, while McColm and Company moved to the 2nd and 3rd floors, with the entrance located at 201 Iowa Avenue (side of the building). The upper floors continued to be offices; primarily that of doctors (“Tabulation of Outstanding in Happenings in City in 1924,” January 1, 1925; City Directories).

The Stanley Group bought the building in the early 1970s, making a number of alterations with the storefront and moving their offices into the upper floors along with the various doctors’ offices (Randleman 1981: 16). The J.C Penney Company stayed through 1975 before moving to the Muscatine Mall. Shortly after J.C. Penney store moved out the Spurgeons Department Store moved in. Spurgeons occupied the first floor and the basement level with offices still occupying the upper floors. Spurgeons had been located just a couple of doors down before moving here. They stayed at the Laurel Building until 1987, before moving to the Muscatine Mall, and finally going out of business in the early 1990’s. Stanley Consultants moved out in 1983, as they completed the move to their new building immediately north of the Laurel.

The storefront remained empty about a year before the Pearl Button Museum moved in. This was the first location of the Pearl Button Museum. In the late 1990s, the Pearl Button Museum moved into the old Montgomery Ward’s Building at 117-121 West 2nd Street. In 1998-99, the first floor was renovated and the Muscatine Information Services moved in from one of the upper floors of the Laurel Building. This business provided Muscatine with the first local access to the internet. With the advent of more local access numbers by the national internet providers and local competition from Muscatine Power and Water, business declined, and eventually Muscatine Power and Water bought out their internet business. Muscatine Information Services continues to provide other computer services.

9. Major Bibliographical References

“1705b,” c.1917, Historic Photograph, Oscar Grossheim Collection. Musser Public Library, Muscatine, Iowa.

City Directories, Muscatine. Various Publishers, 1916-present. Available at the Musser Public Library.

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"GR 88," E.L. Graham Collection. Prepared for the P.M. Musser Public Library by E.L. Graham in 1908-1910, historic photographs with captions collected by, not photographed by, E.L. Graham. Musser Public Library, Muscatine, Iowa.

"New Building Built," *Muscatine Journal Semi-Centennial Edition*, January 1891, 83.

"Large Crowds Attracted to McColm Store," *Muscatine Journal*, October 9, 1917, 2.

"The New Laurel, Home of Mc Colm & Co. is Formally Dedicated," *Muscatine Journal*, October 9, 1917, 10.

"Remodeling at Laurel Building," *Muscatine Journal Year End Edition*, December 30, 1968, section 5, page 3.

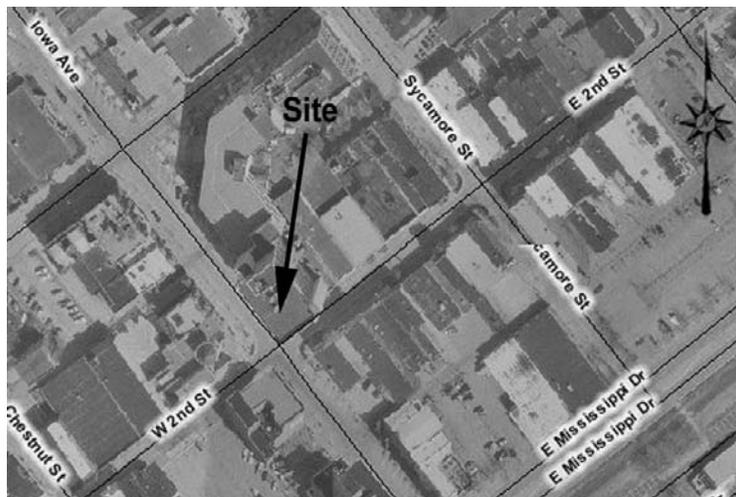
"Tabulation of Outstanding in Happenings in City in 1924," Year End Edition, *Muscatine Journal*, January 1, 1925, 10.

Randleman, Douglas. *Greetings from Muscatine, a Pictorial Postcard History*. Muscatine, IA: Knott Printers, Inc, 1981.

Sanborn Map Company. "Muscatine, Iowa," Sanborn fire insurance maps. Pelham, NY: Sanborn Map Company, 1919, 1928, 1946. Accessed online at: sanborn.umi.com

Van Wey, Mike. *Muscatine Fire Department: 128 Years of History*. Muscatine, Iowa: 2003.

Location Map



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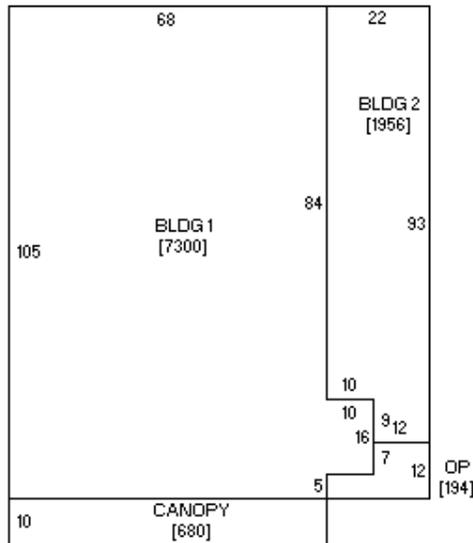
Laurel Building
Name of Property

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Plan (from assessor's office)



(front – 2nd St)

Photograph of structure (digital image)



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Historic Photograph – GR88, July 1919, Graham Collection, courtesy of Musser Public Library



The Laurel Building, cor. Second St. and Iowa Avenue. Photo July, 1919.