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National Park Service

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style is another variant in this movement. The Elks Building (#63) is the only example of the Spanish variant in the district (fig. 8). The Elks building served as not only a meeting hall, but a movie theater and center for the community. It is constructed of tan brick to simulate stucco and adobe materials. It has decorative pilasters, arched entrances, and a decorative parapet.

The Alex Johnson Hotel provides an interesting bridge of revival styles between two periods (fig. 3). The hotel blends the popular Tudor revival style with the new skyscraper form coming from larger cities. The top story has the half-timbered facade with gable end dormers to provide the capital for the skyscraper. The five stories below the capital use the typical running bond brick forming the column. The base of the skyscraper is the lower two stories with large 1/1 double hung windows with a stone surrounds and transoms. The structure is one of the most visible and unique structures in the downtown area.

The Craftsman style is also present in the historic district. Mail order house plans were very popular in the late nineteenth and early twentieth century. Many people patterned their homes and businesses are mail order house, even if they did not order them from the company. The Hill Apartments (#53) was patterned after No. 131 from the Sears, Roebuck and Company Catalog.⁴ The size and difference in floor plan are not identical enough to be ordered from the catalog, but the style is definitely similar (fig. 12).

The third and fourth periods of building began in the 1920 for the Commercial District. At the turn of the century, The Chicago school of architecture started and by the early twentieth century became very popular in a formal style called the Chicago Style and a vernacular version called the Utilitarian style. Since the Rapid City Commercial District served as a retail hub for the region, it also adopted the new technology and modern styles of the twentieth century. Many buildings in the district are classified as Utilitarian, which include: (#1) 430 Main Street Gambles, (#4) 510 Main Street, (#5) 512 Main Street Sears, (#6) 513-19 Main Street, (#7) 521 Main Street, (#8) 523 Main Street, (#10) 605-607 Main Street Haines Building, (#16) 615 Main Street, McNamara Brothers. There are only two examples of the Chicago style, which are (#13) 610 Main Street, the Duhamel Building (fig. 7), and (#13) 610 Main Street, the former Rapid City Fire Hall.

The Moderne and Art Deco Style buildings in the district reflected the post war economic boom bolstered by the air force base and new manufacturing posterity. The Art Deco style is seen in varied degrees throughout the district. The best example of the Art Deco is the Rapid City Business College, (#51) 802 Street Joseph Street. There are also two Art Deco facades 613 Main Street and (#31) 608 Street Joseph Street, Hall Building which cover older buildings, but are good examples of the style. The Utilitarian style occasionally had minimal

⁴ H. Ward Jandl and Katherine Cole Stevenson, *Houses By Mail: A Guide to Houses from Sears, Roebuck and Company*, (New York: Preservation Press, 1986), 338.

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* #4

<u>Address</u>	<u>Historic Name</u>	<u>Common Name</u>	<u>Year</u>	<u>NR Status</u>
510 Main Street	Salvation Army	Randy's Floor Coverings	1925	Contributing

Description: Utilitarian; brick (stretcher bond); 1 story; rectangular plan; flat roof: tar and gravel; recessed entrance with plate glass display windows; awning over entrance.

Legal Description: Lot 28 of Block 75 of Original Town of Rapid City

* #5

<u>Address</u>	<u>Historic Name</u>	<u>Common Name</u>	<u>Year</u>	<u>NR Status</u>
512 Main Street	Sears	Baers	1947	Contributing

Description: Utilitarian with International influence; tan brick (stretcher bond); 2 stories; rectangular plan; flat roof: tar and gravel; two commercial spaces on the first elevation with plate glass display windows and entrance to second floor offices in center of the facade; Second elevation as two ribbons of 12 1/1 double-hung windows.

Legal Description: Lots 24-27 of Block 75 of Original Town of Rapid City

* #6

<u>Address</u>	<u>Historic Name</u>	<u>Common Name</u>	<u>Year</u>	<u>NR Status</u>
513-519 Main Street		Red Wing Shoe	1925	Contributing

Description: Utilitarian; brick (stretcher bond); 1 story; rectangular plan; flat roof: tar and gravel; 3 store fronts, plate glass and steel display windows, steel transoms, recessed entrances; simple brick cornice.

Legal Description: W 14.4" of Lot 7 and all of Lots 8-10 of Block 85 of Original Town of Rapid City

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the district. The "Italianate Block" (608-618 St. Joseph), built between 1884-1888, includes the Lambert & Frease Building (#30), the Flormann Building (#33), and the 616-618 St. Joseph (#34), and demonstrates the frenzy of building occurring in the area at that time. Most of the districts 1880-1900 buildings followed the Italian styles and principles to become a fashionable western town.³ Most of the business owners that constructed this style provided retail space on the first floor and living quarters and apartments on the second floor. As the downtown waned and suburbs grew many of the second floors were converted into office and retail space, but a few have recently been converted back to apartments, such as 516-518 Sixth Street.

At the turn of the century, the Chicago School of architecture started and by the early twentieth century became very popular in a formal style called the Chicago Style and a vernacular version called the Utilitarian style. Since the Rapid City Commercial District served as a retail hub for the region, it also adopted the new technology and modern styles of the twentieth century. Many buildings in the district are classified as Utilitarian, which include: (#1) 430 Main Street, Gambles, (#4) 510 Main Street, (#5) 512 Main Street, Sears, (#6) 513-19 Main Street, (#7) 521 Main Street, (#8) 523 Main Street, (#10) 605-607 Main Street, Haines Building, and (#16) 615 Main Street, McNamara Brothers. There are only two examples of the Chicago style, which are (#66) 522-30 6th Street, the Duhamel Building, and (#13) 610 Main Street, the former Rapid City Fire Hall.

The Duhamel Building (#66) is the best example of the Chicago Style of architecture in the district and presents the change in retail for the region. Peter Duhamel created the large store in 1908 and sold hardware, home furnishings, and other goods. Duhamel created the forerunner to the department store in the Rapid City area. This would be followed by JCPenny's, which was at 605-609 Main Street, Woolworth's which is now the Republican block, Sears (#5), and Gambles (#1). While all of these other department store came much later and employed different architectural styles, Duhamel's set a precedent as the first in the district.

Banks and financial institutions are another important part of the commercial district. There were two styles for these institutions in the district. First, the Romanesque style, another of the popular late nineteenth century architectural styles of the western United States, also became popular in the Rapid City Commercial District. Security Savings Bank (#69) 517-19 7th Street, now Arrow Pawn, is the only example of a bank in this style in the district. It has a sandstone facade with arched windows and is a simple Romanesque style.

³ James C. Massy and Shirley Maxwell, *House Styles in America* (New York: Penguin Group, 1996), 85-91.