

SOUTH MAIN STREET

CHANGING AND CHANGELESS

ABERDEEN, SD 1881-2007

PUBLISHED BY ABERDEEN/BROWN COUNTY
LANDMARKS COMMISSION



8003

MAIN STREET LOOKING NORTH, ABERDEEN, S.D.

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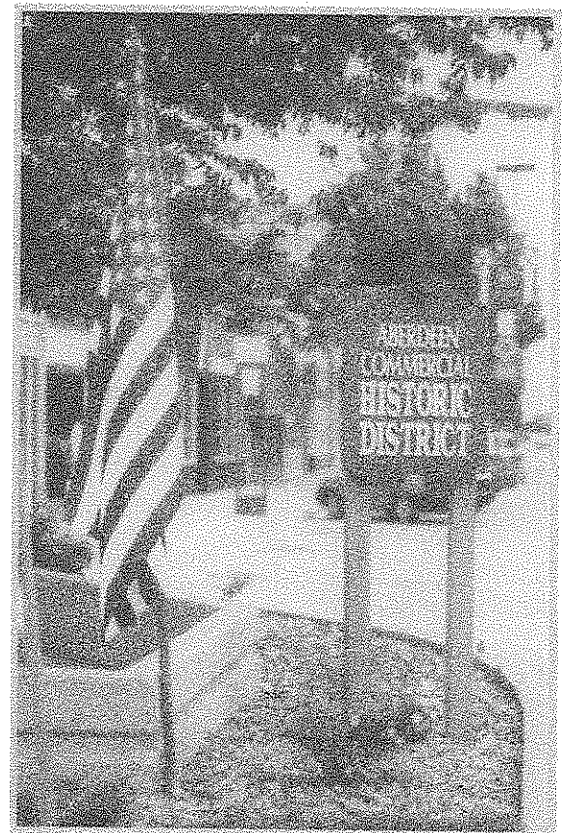
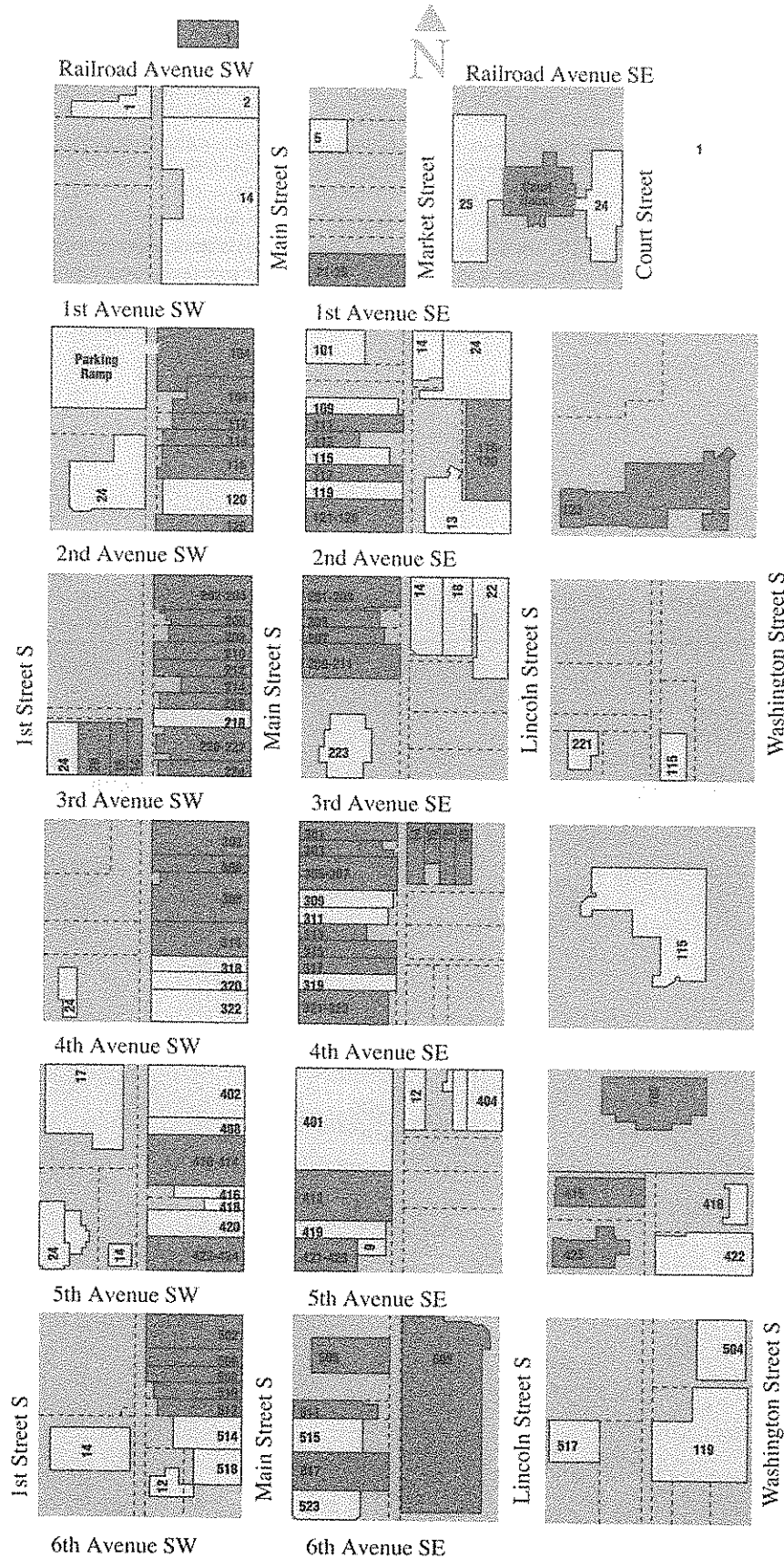
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INTRODUCTION: A MAP

MAIN STREET AND ADJACENT STREETS

The traditional street front commercial façade with its varied sizes, shapes and styles is the basic building block of Main Street and adjacent areas of the core downtown area. The façades of historical business blocks were related to each other through height compatibility, width, setback, proportions of openings, and building materials. With business blocks facing each other across the street, the Main Street became an outdoor room filled with activity. The pedestrian street flanked by continuous, display store windows became a place of excitement as people shopped and socialized.

Aberdeen's present Main Street and its adjacent avenues inherit a strong architectural tradition reaching back into the 1880's through the 1930's. New architectural traditions have also arisen with construction of infill buildings after 1950. Thus, Main Street has experienced some blending of the old with the new. However, it is hoped that the new will not lessen the integrity of an historic downtown. The consistency of the older building tradition brought about a unity that strengthened the concept of Main Street. To continue this unity, building changes should respect this tradition. Visual relatedness is crucial to an integrated Main Street and core downtown. Main Street façades have and should reinforce one another to maintain the street's continuity.



PROFILES: SOUTH MAIN STREET

CHANGING AND CHANGELESS

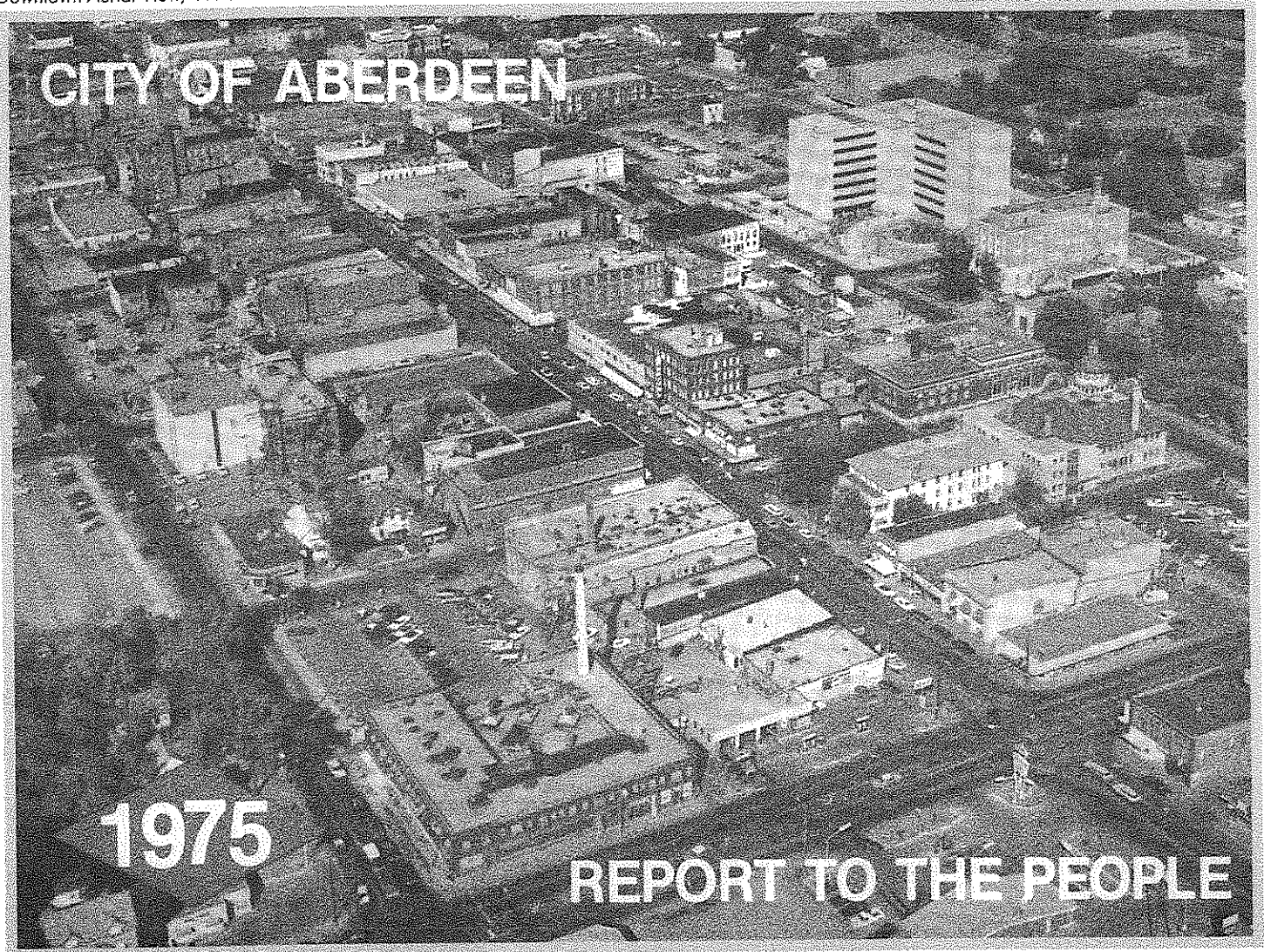
The Aberdeen Commercial Historic District, recognized as such by placement on the National Register of Historic Places on May 23, 1988 includes the six blocks from Railroad Avenue on the north to Sixth Avenue on the south. Although not officially in the Historic District, adjacent avenues – First to Fifth – between South Lincoln Street and South First Street are included in this architectural design profile of the downtown commercial area.

By means of an introductory architectural/chronological history of Main Street and its adjacent avenues this publication hopes to arouse interest in separately distributed architectural design guidelines which contain specific illustrated suggestions on how to meet standards found in the Secretary of the Interior's Standards for Re-

habilitation. These National Main Street Program guidelines will be available for distribution for those interested in façade maintenance and rehabilitation and renovation. The Landmarks Commission, the City Planning and Zoning Office and those who desire to renovate or rehabilitate their building façades in Aberdeen's downtown commercial core area may find that publication useful in making decisions for contemplated changes in building exteriors.

However, before examining design guidelines which begin on page 38, some perspective of Main Street historic and current profiles – building façades, roof lines, street surfacing and landscaping – should be useful in appreciating this street's heritage and in motivating maintenance of the downtown's historic integrity.

Downtown Aerial View, 1975



A PERSPECTIVE: 1886

Main Street has motivated observations over the decades. Allen Penfield in an 1886 promotional vehicle noted the bricking of buildings and street lighting as he walked the street. Describing Aberdeen by twilight and by electric light he asked readers to visit the city by daylight. His vista of a city street included buildings "piled on each side" and of "varying height". He noted artesian water-powered street lights: "The electric light system blazes out – the white stars of science" giving the sun a rest and lighting principal streets and stores. Business blocks of pressed brick and stone had been built or were in the process of erection. His eyes focused on one notable building: "the new stone bank building, a three-story structure of red sand stone in the best style of bank architecture, and a forerunner of the elegant and substantial business houses for which plans are now being drawn."

What progress has been made since this view of 1886? Think about Main Street and downtown as a changing and yet changeless entity with continuity of buildings, streets and historic identity.

Sharpen your observational abilities! Perhaps some answers to these questions may be discovered as you examine the Introduction or Prologue to the Design Guide and the actual reference guide itself. Since a major theme is Main Street: Changing and Changeless, ask: **What changes do photos reveal? How has change come to Main Street? What has been the role of fire and demolition, alterations and additions; new development? Have changes maintained the overall historic character of the buildings and street?**

Begin with an aerial, rooftop view of Main Street in 1975 noting traffic and parking patterns on Main and on Lincoln and First streets with their several parking lots. Has there been any change since 1978-79? Tiffany Laundry is no longer at corner of First Street and Sixth Avenue nor is it a service station at Sixth and Main. Map reveals compactness of downtown buildings. (See map on page 1)

Downtown Main Street, early 1900's



PART I: PAST AND PRESENT

VANISHED HISTORIC STRUCTURES CONTRASTED WITH PRESENT SITES

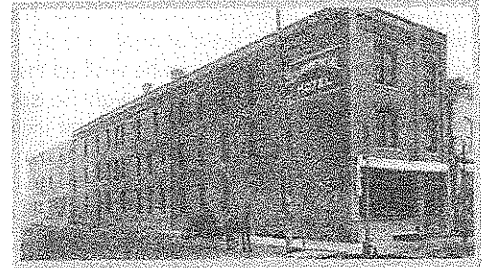
Before examining current buildings, which have survived, view a few select sites upon which former anchor buildings served the community and contrast that with the present site usage. Block One between Railroad Avenue and First Avenue has seen drastic change on both its west and east sides.

FIRST BLOCK, SOUTH MAIN STREET

The former Commercial Hotel (1905), Linmore Hotel (1947) renamed in 1970 the Bel Aire Apartments, anchored the corner at Railroad Avenue and South Main Street before fire and demolition (2005) sealed its fate and made way for a parking lot. In this case plans for remodeling into rooming space used by internees training for corporate jobs provided alternative use for a deteriorated building, but fire ended that effort.

At 5-7 South Main another parking lot has replaced the historic Dayton Block of 1909 with its New Aberdeen/Morrison Hotels and the Schaefer building of 1916 which, until its 2005 demolition, contributed to a high rise block which Main Streeters had viewed for decades. Thus, the county parking lot area adjacent to the Dacotah Prairie Museum has been enlarged. The lot immediately adjacent to the museum until mid 1973 was the site of Hagerty's two-story building remodeled for movie theaters. At 19 South Main a string of theaters appeared over the years: Bijou, Strand, Garrick, State, Ritz, Pix and the World (1939-56). The last occupant was the Sportsman's Bar with second story apartments that burned July 1, 1973. That space remains to this day a parking lot.

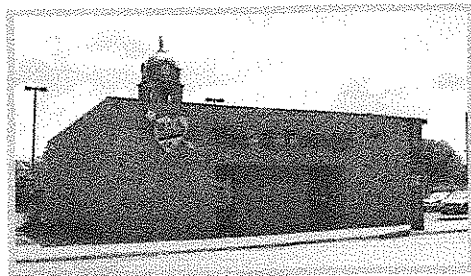
*Commercial
Hotel
(built 1905)*



*Bel Aire
Apartments
(built 1970)*

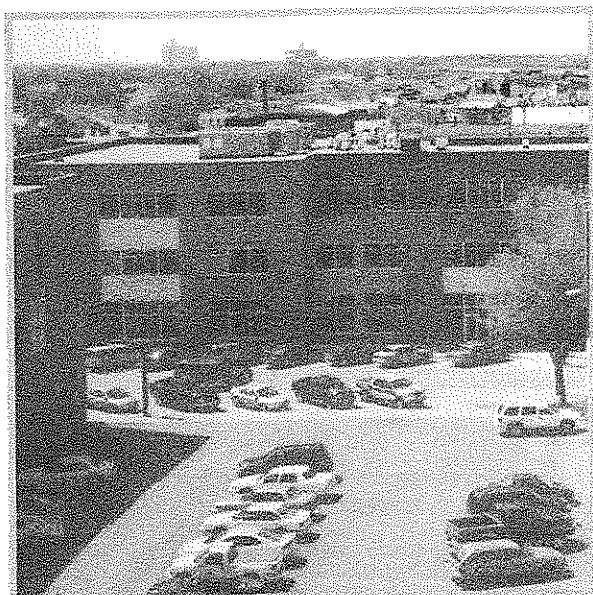


*Parking Lot
(built 2005)*



*5-7 South Main
Street, 2007*

*View from Courthouse of current Parking Lot beside
Dacotah Prairie Museum, 2006*

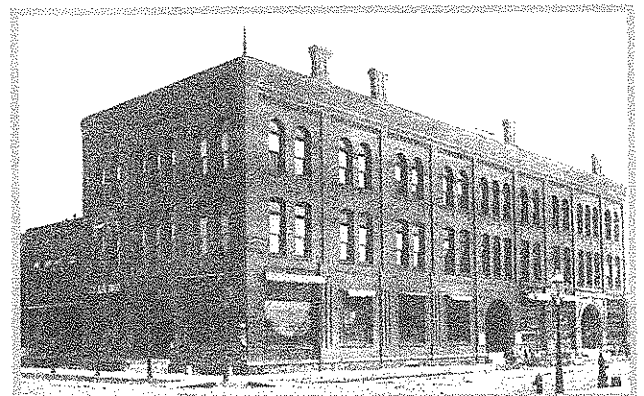


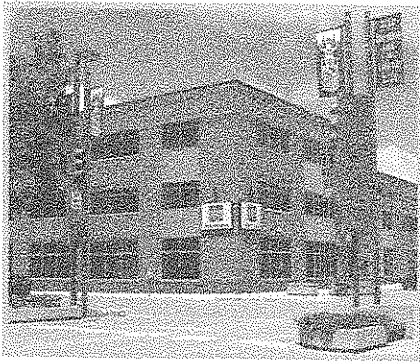
Schaeffer Building, 1916

*Parking Lot of
former Schaeffer
Building*



19 South Main Street





14 South Main Street, 2007

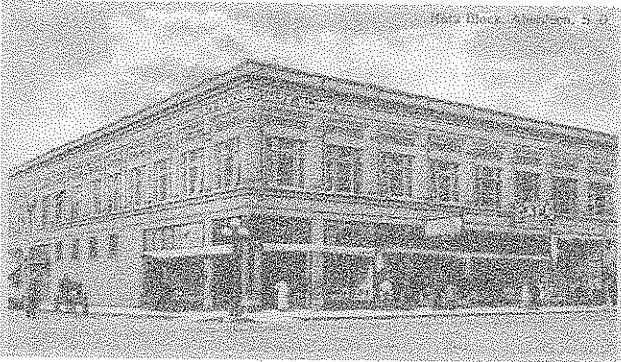
14 SOUTH MAIN STREET

Currently the three-story ACS building of 2003-2004 at 14 South Main Street, with its two-story section facing Main, looms over the adjacent, two-story Flame restaurant of 2 South Main. Its red-brick blends with the three-story brick museum building across the street, which dates from 1889 as the N.W.ern Bank building.

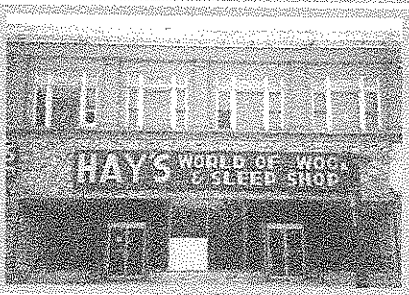
20-24 SOUTH MAIN STREET

Formerly the west side of that block claimed historic buildings. This new structure replaces a historic business block. The Hatz Block of 1905 initially housed the Golden Rule Department Store until 1911. Later, it became known as the Sexton Block which was remodeled in 1929 due to the fire of 1928. In early February 1929 Montgomery Ward opened its first store in the basement and two upper levels and remained there until early 1938 when it moved to 314-316 South Main. Gambles Department Store occupied space in the Sexton building in 1939 and expanded to use the whole 100-foot frontage in 1945. In 1978 that corner became a unit in the Hay Furniture business as Hay's World of Wood and Sleep remaining there until the demolition of 2002.

20-24 South Main Street, 1905



6-8 South Main Street (c.1932)



20-24 South Main Street

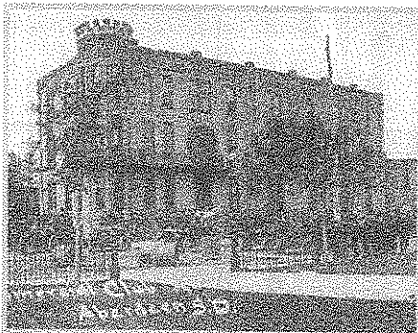
6-8 SOUTH MAIN STREET

North of that structure several historic buildings dating from the early 20th century were also demolished in 2002 to provide space for the new ACS structure. Amongst these were the former labor temple building and Silver Dollar Bar at 14 South Main and the Hay furniture buildings 6-8 South Main. In the past a sequence of furniture stores emerged at that site: J. B. Moore building of 1903 housed Home Furniture in 1919, Johnson & Sewell Furniture in 1929 and in 1932 Hay furniture, which was demolished in 2002.

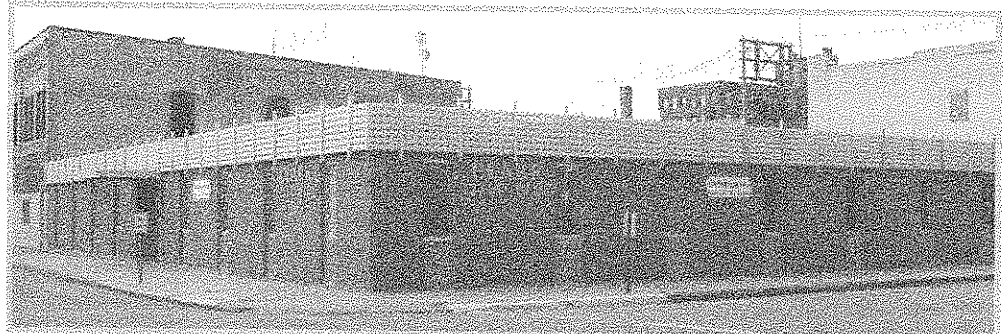
KENNARD HOTEL OF 1887: REPLACED BY CLARK BUILDING FIRST AVENUE S.E.

Eastward from Main Street on First Avenue S.E. and the corner of Lincoln Street stood the former Kennard Hotel with its corner tower. Constructed for Ira S. Hazeltine as a first class pioneer hotel in proximity to two railroad depots, it became a social and civic center, a Chamber of Commerce club house in 1904, and Moose headquarters in 1940 until demolition in 1965 and replacement by the one-story Clark building.

Corner First Avenue S.E. and Lincoln Street, 1887



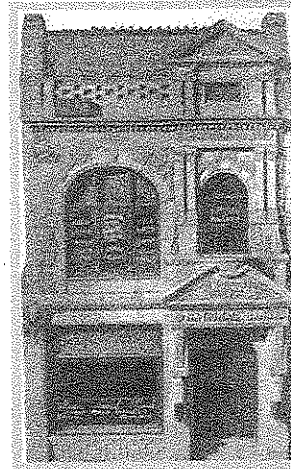
Corner of Lincoln Street and First Avenue S.E., 2007



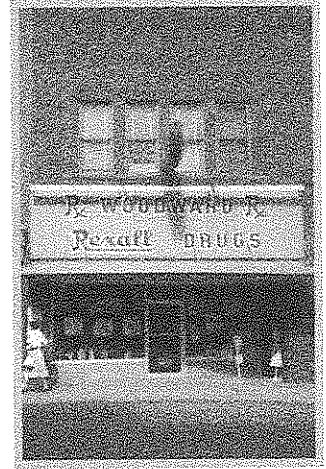
ABERDEEN'S FIRST BRICK BANK OF 1885: REPLACED BY WOODWARD BUILDING 214 SOUTH MAIN STREET

Since 1885 on a 25-foot lot at 214 South Main stood the Aberdeen National Bank, fronted by pillars and arched windows, marble carvings and other decorative elements including a pediment above an arched doorway. In 1912 the bank moved its operations to 220 South Main Street where it remained until 1965. It then moved to new quarters on Second Avenue and South First Street. After 1919 a new building replaced this earliest Aberdeen brick structure. The Woodward Pharmacy occupied the lower level while the upper level hosted apartments and offices. This Woodward building continued to house a pharmacy from the late 1920's into the 1960's. A Jack and Jill store operated here by 1965. Later, Raven Outlet Sports used that space. In 2007 Dakota Unlimited Pawn Shop occupies that building.

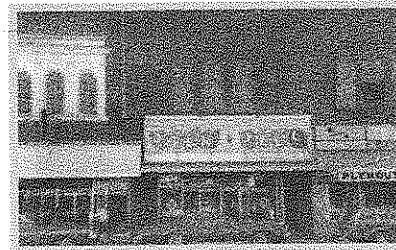
Aberdeen National Bank



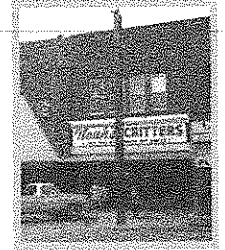
Woodward Building, 1960's



Jack and Jill, 1965



Noah's Critters



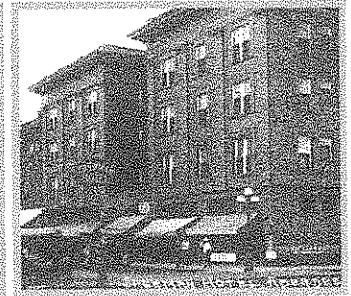
SHERMAN HOTEL OF 1928: REPLACED BY SHERMAN APARTMENTS SOUTH MAIN STREET & THIRD AVENUE S.E.

At the corner of South Main and Third Avenue S.E. the seven-story Sherman Apartment building is the highest structure on Main Street. It occupies the site of the former four-story Sherman Hotel of 1907-08 and its four levels of 1928 after a 1926 fire. In 1969 the three top levels were demolished to make a parking ramp as a solution to the problem of scarce Main Street parking. In a letter to the American News June 19, 1969 the American Legion expressed misgivings on demolition as that hotel had been the site of their state conventions since 1938 and in saying "So Long Old Friend", the writer observed: "Sometimes we Aberdonians forget that many of our landmark establishments are known statewide as well as locally....It is good to know that Aberdeen businesses are so well thought of well beyond the city limits." Due to structural defects this ramp failed and it too was demolished, preceding the building of the apartment complex. A small park-like space lies northward between it and the Engel Music building where once stood a portion of the old Radisson Hotel as Pleinis Jewelry shop at 213 South Main.

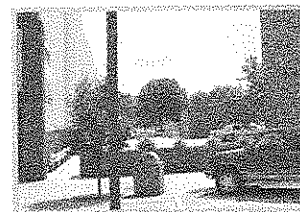
Sherman Apartments, 2007



Sherman Hotel, 1928



Parking Lot, 2007



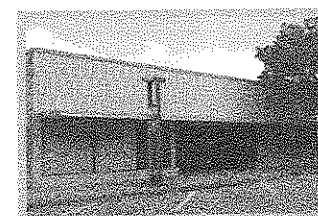
213 South Main Street



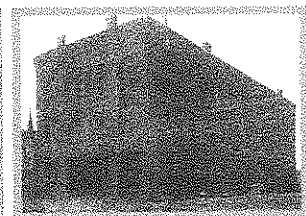
JEWETT/BOLLES BLOCK DEMOLISHED FIFTH BLOCK, SOUTH MAIN STREET

Moving south on Main Street where it corners with Fourth Avenue S.W. (402 South Main), the tan brick, one-story former Bostwick Department Store of 1967 and later Herbergers, now the Brown County Community Health building stands on the site of a former historic structure, the Jewett (1887-1909)/Bolles Block (1909-1966). During its heyday this structure housed the Idle Hour (1908-16) and Rialto theatres (1916-Oct. 1927) in its south half. That half also housed the Dakota Newspaper Union office from 1888-1904 which provided patent plates for other publications.

402 South Main Street, 2007



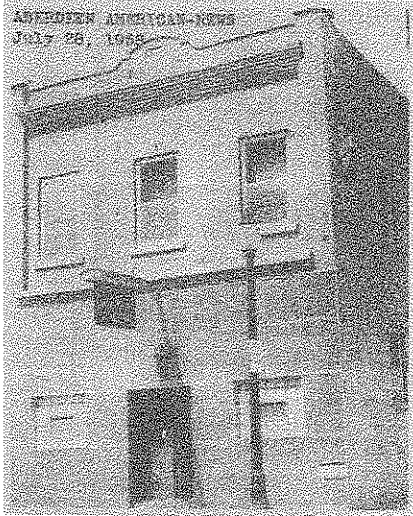
Jewett/Bolles Building



A VISIT TO TWO PARKING LOTS: FORMERLY HISTORIC SITES THIRD AVENUE S.E.



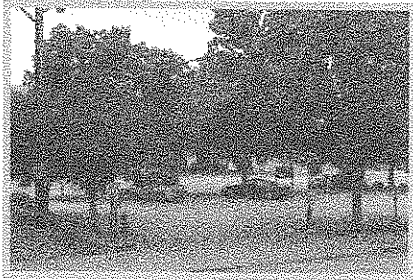
13-23 Third Avenue
S.W. (b.1898)



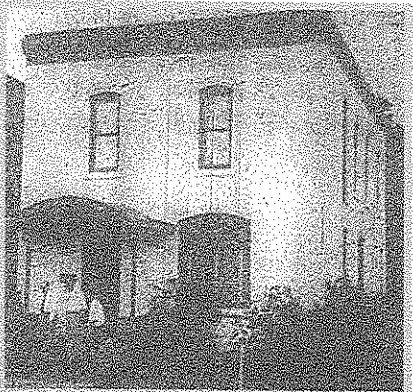
14 Fourth Avenue
S.W., 1958



Dacotah Bank
Parking Lot, 2007



Dacotah Bank
Parking Lot, 2007



YWCA Building,
1916

At 13-23 Third Avenue S.W. from 1898 to 1976 The Daily News printing building serviced printing needs of the area. It was a two-story structure 32' x 67' with brick façade. It possessed fifty windows, 30 of which lighted the second floor. Sixteen windows overlooked Third Avenue. In the eye of its occupants and statewide observers it was viewed as a huge plant compared to other housing quarters. In 1902-06 it claimed to be the "largest printing house in South Dakota." In 1919 its role as a newspaper center was transferred to the Fourth Avenue American building. However, the plant retained its function as a commercial print shop until 1976 when it was demolished to make room for a Dakota Farmer bank parking lot. Then its operations moved to the Sexton building on South Main where it remained until 1985.

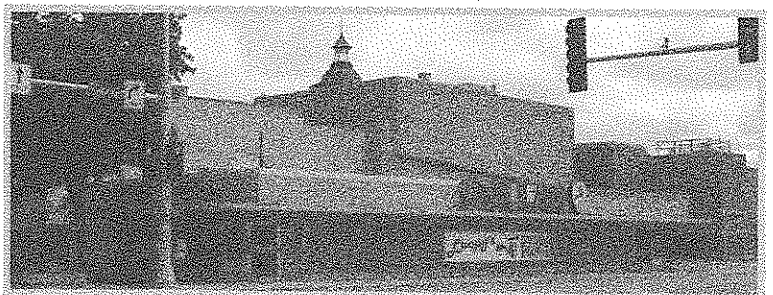
FOURTH AVENUE S.E.

At 14 Fourth Avenue S.W., the site of the Salvation Army Citadel 1910-84, stands a Dakota Bank parking lot created after demolishment of the Citadel. Although not on Main Street this former historic site may be visualized through these photos of the former Salvation Army two-story, brick building. Built by contractor William Clockscene, this building was remodeled in 1958 with its stucco exterior sides and its front façade finished with porcelain steel. The 1910 lower entry way was on the west with two arched windows to the east but with the 1958 changes the entry was centrally located flanked by squared framed windows. In August 1984 new owners of the property, Dacotah Bank, hired bulldozers to demolish the building. Contrasting a photo of 1958 with one of an earlier view, we have evidence of how older buildings change. This is but one testimony of the early intrusion of parking lots into historic locations – a trend which accompanies the automobile age and which poses a threat to historic buildings and the historic integrity of the close knit, downtown core area. Business viability is associated with parking space for customers and it has become one of the great challenges to historic preservation.

REPLACEMENT OF 1916 YWCA BUILDING SOUTH MAIN STREET & SIXTH AVENUE

On the S.E. corner of South Main where it intersects with Sixth Avenue stands a one-story brick building, now Loopy's Dollar Store, formerly a TV and Video store, built in 1964 for George Dusch who purchased the site in 1961 from Frank Dixon. In 1964 an eleven-room residential home, 14' x 40', which served as the YWCA building since 1916, was demolished to be replaced by a modern business building. The YWCA building's original owner was farmer George Perry who sold it to Milwaukee Railroad superintendent G.G. Mason. Active in Aberdeen since 1912, the YWCA moved into a new building in November 1963 on Washington Street and Fourth Avenue S.E., east of the post office.

Corner of Sixth Avenue S.E. and South Main Street, 2007



PART II: LOOKING SKYWARD

SOUTH MAIN'S HIGH RISERS & IRREGULAR ROOF LINES

Hopefully surviving main street historic buildings will remain through proper maintenance and alternative uses rather than resulting in demolition by neglect, removal or victims of parking lot mania.

SOUTH MAIN STREET

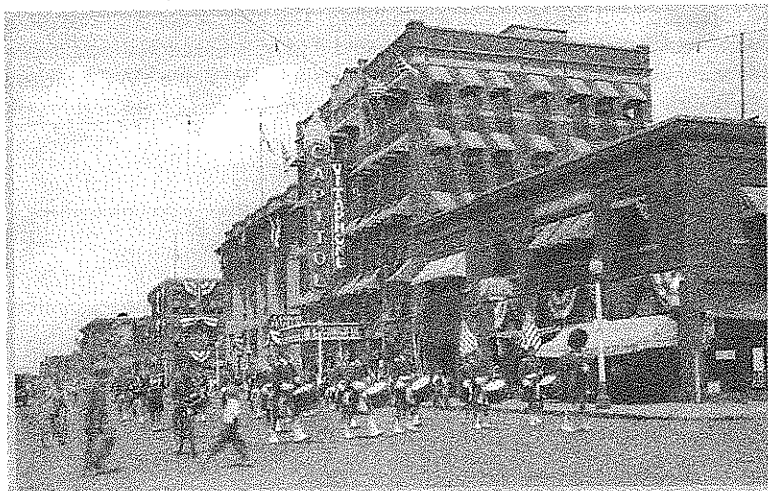
Those who walk the Main should practice looking upward as well as viewing the street at eye level. The buildings of Main's west and east streetscapes have irregular roof lines. There are occasional structures with three or more stories which loom over the two and single-story buildings which characterize most of the street, both past and present. Of the current buildings ranging from three stories or more, seven occupy space on Main's west side and seven dominate the skyline on the east side of Main. On the specified avenues only two three-story buildings on Third Avenue S.E. are in the high-rise category and one at 15 Fifth Avenue S.E. & parking ramp on First Avenue.

Of these high risers, four structures loom taller than the other buildings. Three are corner locations. The six-story Alonzo Ward Hotel of 1928 at 102-104 South Main and First Avenue S.W. replaced a previous Ward Hotel that was also a multi-storied building. Faced with tan brick, the current hotel features two metal, marquee entrances over the entryways and a huge Palladian window on First Avenue.

In the 200 block the six-story Citizens Bank Building of 1910 at the corner of Second Avenue S.W. and South Main dominates the west side of Main. Its imposing Second Avenue entryway draws the eye while the former Main Street entryway now features the Red Rooster's window lodged between granite pillars of the former entrance. At the corner of Main and Third Avenue S.E. the seven-story Sherman Apartment building of 1980 is the highest structure on that street; previously portrayed along with the former four-story Sherman Hotel of 1928. At 413-415 South Main, a mid-block location, the Capitol Building of 1926 with its five stories dominates the 400 block.

Three-story buildings add to the irregularity of rooflines when contrasted with second and first-story structures as well as those who loom above with four or more levels.

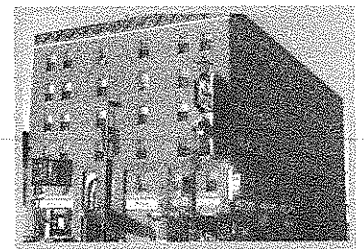
South Main Street, 1926



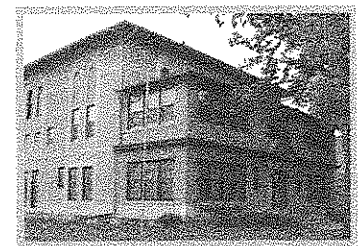
Ward Hotel, 1928



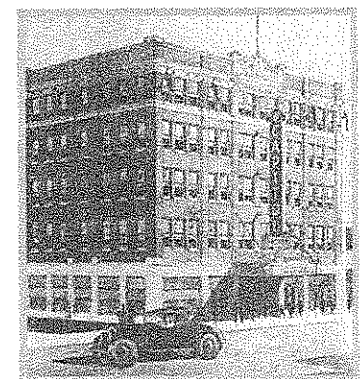
102-104 South Main Street



503 South Main Street, 2007



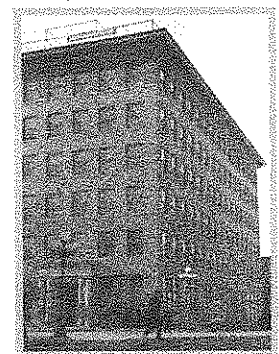
413-415 South Main Street, 1926



202-204 South Main Street, 2007

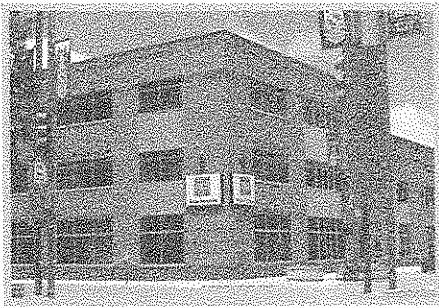


202-204 South Main Street, 1926



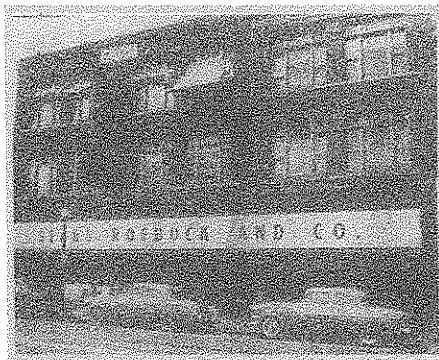
WEST MAIN: THREE-STORY BUILDINGS FIRST BLOCK, SOUTH MAIN STREET

14 South Main Street, 2007



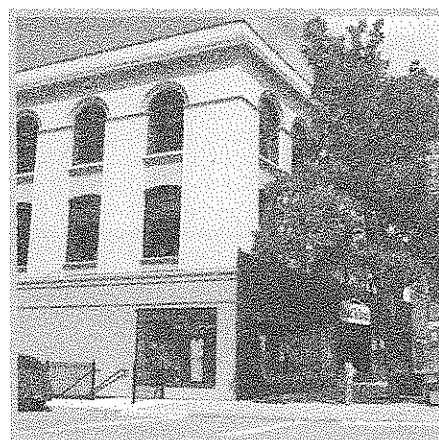
Currently and previously illustrated is the three-story, red brick, ACS building of 2003. At 14 South Main Street with its two-story section facing Main Street it looms over the adjacent two-story Flame restaurant of 2 South Main. Cited here, not as a historic survival, but to demonstrate higher rooflines of that block.

112-116 South Main Street, (b.1916)



Block 2 (the 100 block) features two three-story buildings. The Van Slyke building at 112-116 South Main occupies a mid-block position since 1916, with 114 as a 1929 addition. It housed Sears & Roebuck Store for many years. At the corner of Second Avenue, S.W. and South Main the Closet to Closet/Expectec building at 126 South Main looms long and tall with its three stories above the basement. Built in 1888-89, it served first as the Union Bank, Western Farm Mortgage building to 1905 followed by Dakota Central Telephone occupation from 1905 to 1918.

126 South Main Street, 2007



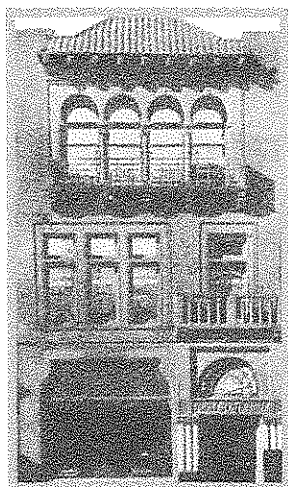
THIRD BLOCK, SOUTH MAIN STREET

Since 1891 in block three at 206 South Main the three-story Studio Nine, a former bank and office supply building, now a beauty salon, adds a unique architectural touch to the streetscape. The rounded arch windows add to its distinctive appearance. The first alteration of its exterior occurred in 1935 when Huffman Typewriter Co. occupied the site. The original balcony was reduced to a ledge. The entrance was converted into a display window and a new entrance created to the south. Redwood planking concealed pillars flanking the present entrance. It became known as the store with the Redwood Front until it became Studio 9 which now has a green covering in place of the redwood colored façade. Upper floors house apartments. It is the only three-story building on the west side of this block.

FOURTH BLOCK, SOUTH MAIN STREET

Southward in the middle of block four at 314-316 South Main stands the three-story former Montgomery Ward building of 1937, presently used as the school district administrative offices but scheduled for future use as part of the adjacent Dakota Bank. The 1937 structure replaced the previous three-story Excelsior/Narregang Building of 1887 located on that site which contained John Firey's Nicollet Hotel.

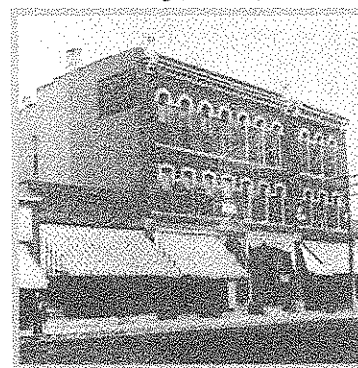
206 South Main Street, (b.1891)



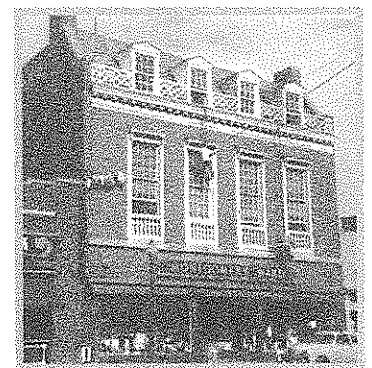
206 South Main Street, 2007



Excelsior Building (b.1887)



314-316 South Main Street, (b.1937)



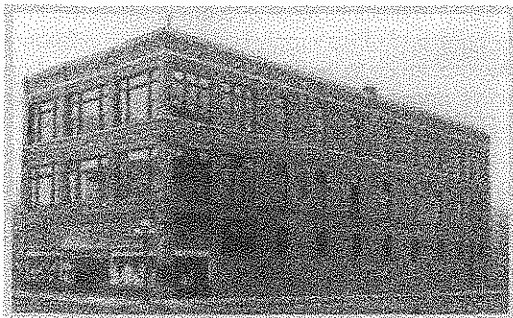
EAST MAIN: THREE-STORY BUILDINGS

FIRST BLOCK, SOUTH MAIN STREET

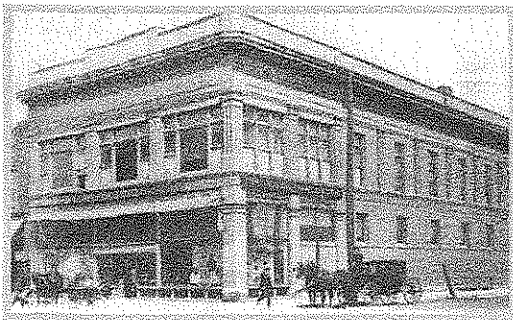
On Main Street's east side in the ten block (block 1) the former N.W. National Bank/ Western Union building, since 1970 the Dacotah Prairie Museum stands alone as the one surviving historic building on that block. It looms high at the intersection of First Avenue S.E. and South Main. In the past to the north stood two three-storied hotel/office buildings, now demolished and serving as parking lots. While the 200 block has many distinctive, two-story buildings, it lacks those of three-stories.

The east side of Main Street's 300 block currently boasts three, three-story buildings. The former J.C. Penny building of 1925 and Feinstein Clothing store, now New Trends (301 South Main). It dominates the S.E. corner of Main and its intersection with Third Avenue S.E. At 305-307 South Main the former Combs Chocolate Shop & restaurant of 1927, now Head Start, ended its restaurant role in 1953. Its upper levels have served as a ballroom, bowling alley and tennis court. The former Olwin Angel/Main building at 321-323 South Main anchors the intersection of South Main and Fourth Avenue S.W. In 1914 the third story was added to the original two-story structure of 1903. In block five at the intersection of Main and Fifth Avenue S.E. stands the Masonic Temple of 1887 with its remodeled 1916 front porch. This site at 505 South Main is the only three-story building in that block.

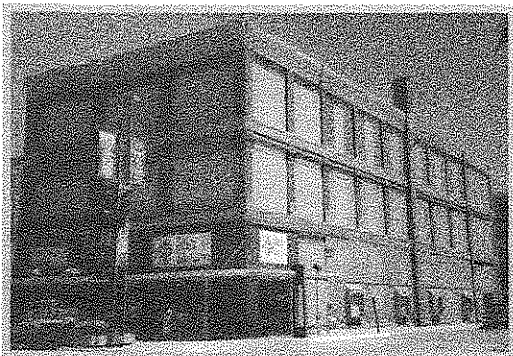
321-323 South Main Street (The Main)



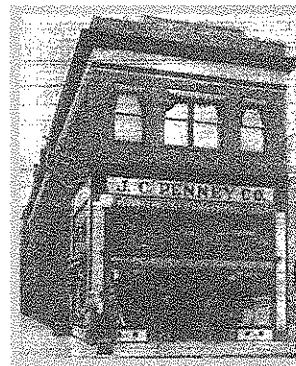
321-323 South Main Street
(Olwin/Angell Building)



321-323 South Main Street, 2007



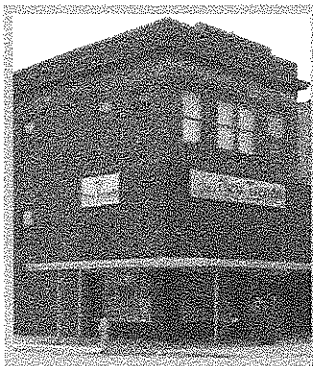
301 South Main Street, (b. 1925)



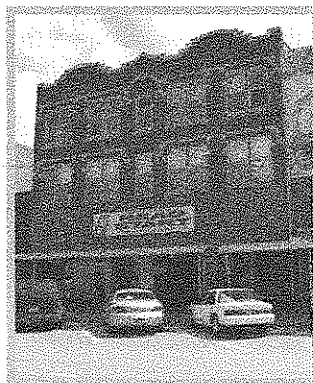
305-307 South Main
Street, 1927



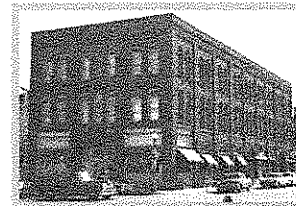
301 South Main Street, 2007



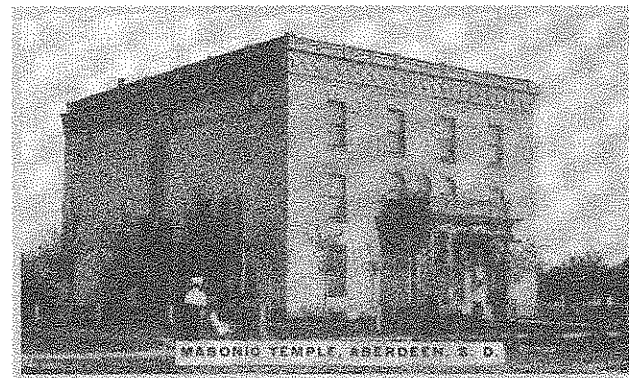
305-307 South Main
Street, 2007



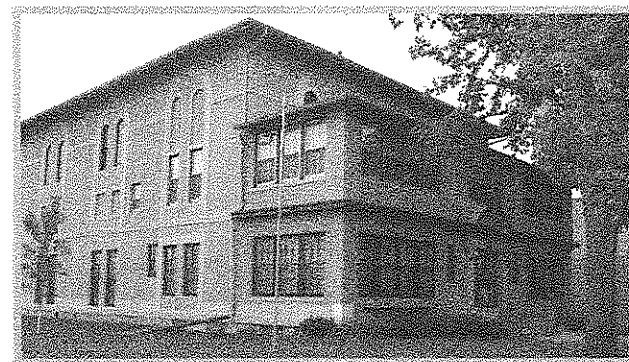
Dacotah Prairie Museum, 1970



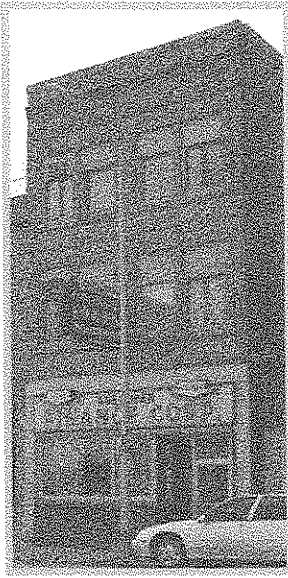
503 South Main Street, 1897



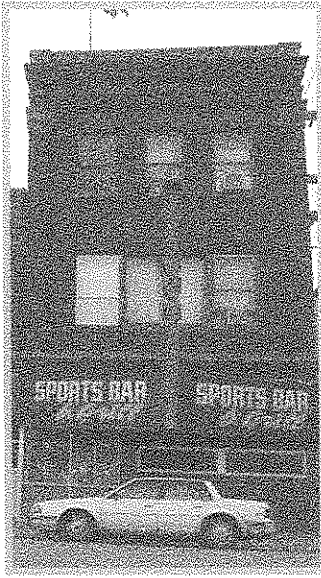
503 South Main Street, 2007



18 Third Avenue S.E., 2007



14 Third Avenue S.E., 2007



THIRD AVENUE SOUTHEAST: THREE-STORY BUILDINGS SOUTH MAIN STREET & THIRD AVE S.E.

Third Avenue S.E. contains two three-story structures midway between Main and Lincoln Streets. They are the current Circus Lounge of 1903 (14 Third Avenue S.E.) which at one time housed the Searle/McKeever print shops about 1915-1950 and at 18 Third Avenue S.E. the present Aberdeen Finance Building which dates from 1907.

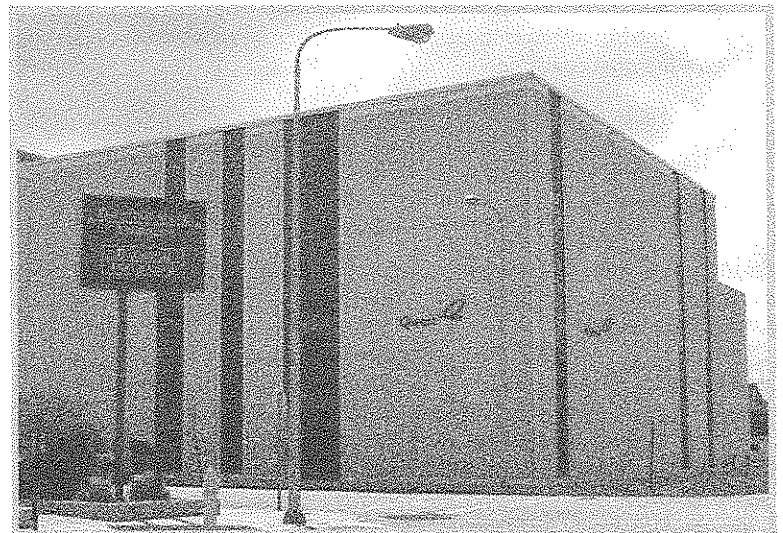
FOURTH AVENUE SOUTHWEST: THREE-STORY BUILDINGS FOURTH AVE S.W.

15 Fourth Avenue, S.W., 2007 (backside)



Leaving Main Street briefly we note a modernized structure looming tall at 15 Fourth Avenue S.W., the corner of First Street S.E. and Fourth Avenue S.W. This is the home of Quest, the former Bell Telephone Building. The east portion of this building was built in 1918-19 and since 1969 its Fourth Avenue façade has been covered with white concrete slabs to match the new addition of that year. It now seemingly appears as one building but viewing it from the rear one can see the original brick building of 1919 as it contrasts with the modernized addition of 1969. We have lost the façade features of the original structure: the second story neo-classical columns above the front entry and the course belts below the roof line and between the first and second floors. They had provided an artistic touch to that avenue. The District office which supervised 51 area exchanges and 33,000 customers in late 1959 relocated to the Western Union Building to add switchboard facilities at the Fourth Avenue site and remained there until the expansion of 1969 when they moved from the Western Union Building which became the Dacotah Prairie Museum in 1970.

15 Fourth Avenue, S.W., 2007



PART III: STRUCTURAL SURVIVAL

HISTORIC ONE AND TWO LEVELS, A CONTRAST TO THE HIGH RISERS

Two-story structures outnumber one-story buildings almost two to one. Space scarcity and costly Main Street footage during the street's development necessitated at least an upper story in a busy and competitive commercial district. Some one-story buildings have second story façades which make the structure appear to be two-stories. Many second-story levels serve as apartment dwellings although offices occupy other upper levels. Occasionally, a one-story building or parking lot between two higher buildings reminds one of a child's mouth with a tooth gap. Corner locations at intersections have been important business locations with the advantage of entrances on both street and avenue façades. One-story buildings anchor five of the street corners compared to eleven two-story buildings and six three-story buildings on other corners.

Questions to sharpen observational abilities and appreciation of appearances while reading about Main Street's buildings and the street scape: Changing or Changeless

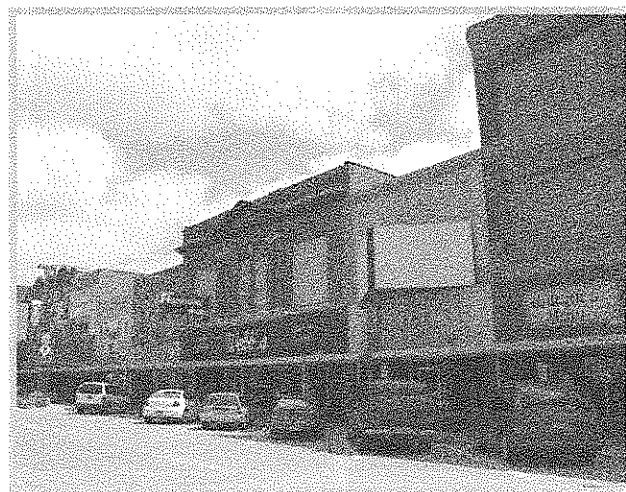
1. What building materials were used? (Wood, brick, stone, concrete, stucco, etc.) Where used? How much brick and what color of brick were used? How clear a distinction between first and second floors? What modern materials have been used to cover portions of storefronts? How many storefronts have been so altered?
2. What has happened to basement entrances to former businesses such as barber shops and Turkish baths?
3. What is the pattern of window distribution and shapes? How aligned? How do ground floor display windows differ from upper floor windows? Is there any attempt at balance of windows on either side of entrances? What is the ratio of window to wall space?
4. Doors: Are entrances recessed or even with the sidewalk? Do recesses differ along the street? How much setback of the storefront from the entryway? Are entrance doors single or double and does this affect impression of the business?
5. What signage identifies businesses in each block? How are the signs positioned? Across sidewalks in an east-west direction or in a north-south direction horizontally aligned on the building façade?
6. How have the street surface, lighting and traffic patterns changed over the years? What lighting facilities help brighten Main Street at night? What attempts to beautify the street and provide for pedestrian and motorist convenience?

STRUCTURAL SURVIVALS SOUTH MAIN STREET

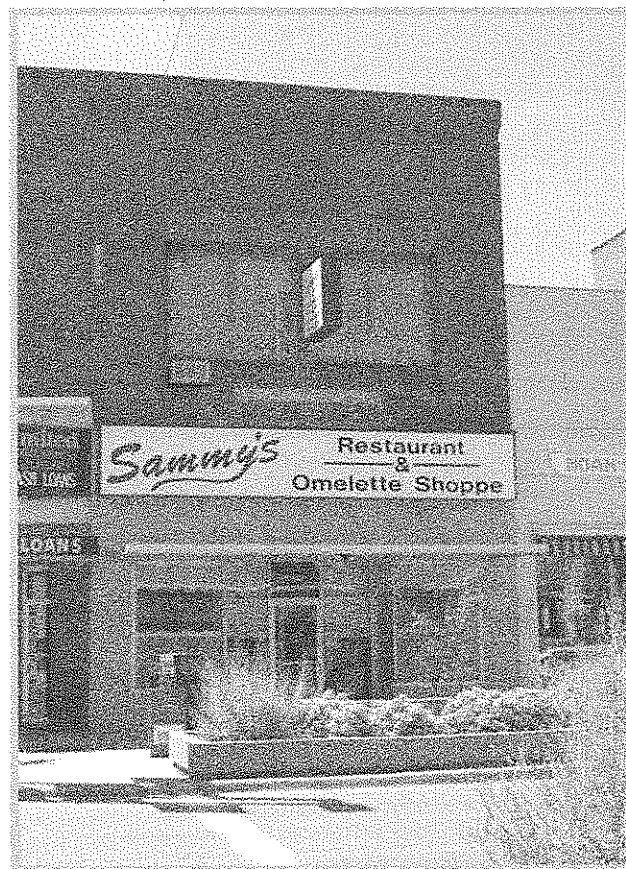
Structural survivals of one and two-story buildings supplement the above sketch of surviving taller, downtown buildings which constitute Aberdeen's Main Street skyline.

In 2007 each of the six blocks in the Commercial Historic District has one or two-story buildings over 50 years old with newer structures interspersed. There are fifteen one-story buildings dating from 1884 to 1937 plus one built in 1944 contrasted to twenty-one two-story structures dating from 1898 to 1937, not including the two-story corner section of First Street S.W., the Eide Bailly building.

South Main Street, 2007



212 South Main, 2007



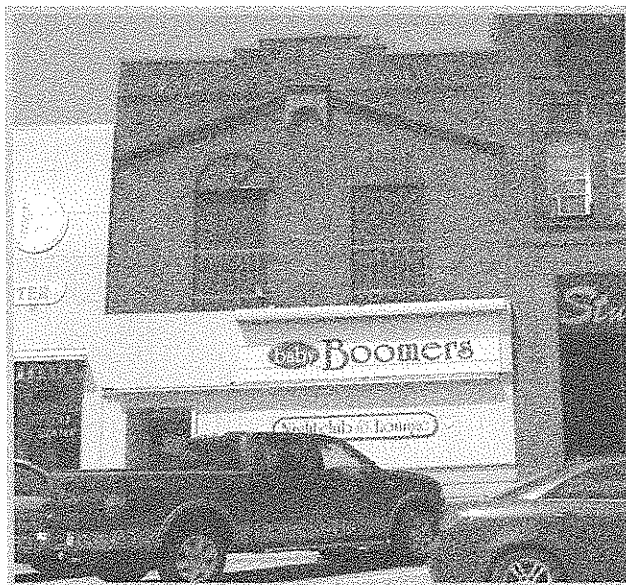
309 South Main Street, 2007



318 South Main Street, 2007



208 South Main Street, 2007



ONE AND TWO-STORY BUILDINGS OF THE LATE 1880'S 309 SOUTH MAIN STREET

At 309 South Main with the traditional 25-foot frontage on lot 14 of original plat block 5, stands the former S.L. Gallett Jewelry Store built in 1888 and leased in 1956 to the Three Sisters Clothing Store. At that time the building was remodeled with a new front and a 50-foot extension to the alley. In 2007 this building displays a faded upper façade in need of some restoration. Below the upper windows signage covers a portion of the lower façade. On the left a three-story building towers above and on the right the adjacent building appears to be somewhat lower. This alignment illustrates the irregularity of the Main Street skyline.

318 SOUTH MAIN STREET

On Main's west side at 318 South Main stands a one-story building with 25-foot frontage now occupied by The Journey. The assessor's records give it an 1889 date. It features two display windows with an inset entryway. Vertical wood or metal strips conceal the brick upper façade. The three-story Montgomery Ward building of 1937 looms above on the right.

208 SOUTH MAIN STREET

According to the county assessor's record this may be the oldest building on Main Street, dating from 1884. The original historic district survey accepted "c. 1884". Early occupants were hardware, photographer and tailor shops. A series of clothing stores followed. Charles Sauer's Jewelry store used this space between 1928 and 1957. Mister's Men's' Wear followed in 1958 to 1964 and more recently in the late 1980's it housed the Wagon wheel Tavern.

Resting on a stone foundation this two-story brown brick building features a stepped parapet and brick patterns across the top. Its age is concealed by a brick façade on the upper level while the first floor façade features a white aluminum front containing signage identifying the building as a night club and lounge now called Baby Boomers.

212 SOUTH MAIN STREET

Presently occupied by Sammy's Restaurant, this red-brick, two-story building dates from 1889, when the Wolter Shoe Company utilized this space through 1910. Later Plymouth Clothing occupied the building, which features stone coping with tiny dentils, a corbelled cornice and brick patterns around the now removed bay windows location. Earlier photos revealed an arched entry way with leaded glass which reportedly is still intact above the now modernized store front. (see photo on page 12)

ONE AND TWO-STORY BUILDINGS OF THE LATE 1890'S

100 BLOCK, SOUTH MAIN STREET

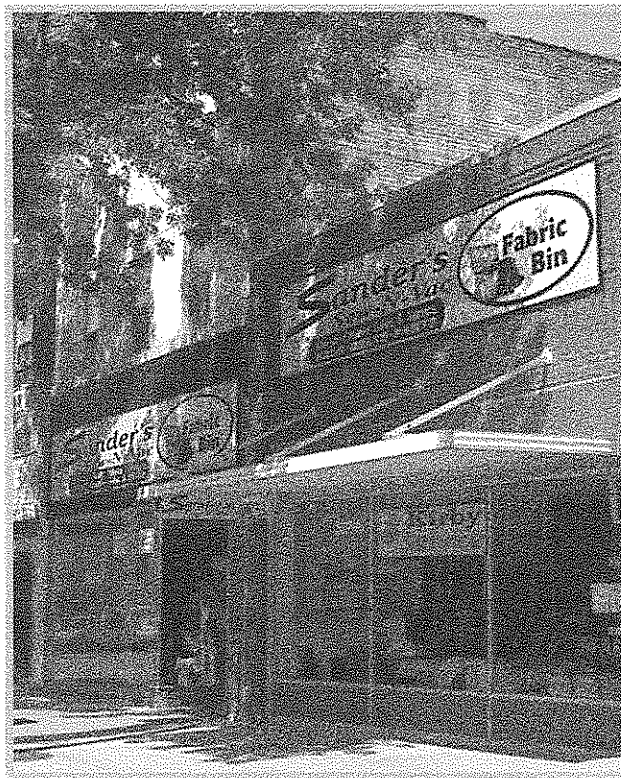
Two were built in the late 1890's. Main's 100 block features the two-story Wells Block (121-123) at the corner of Second Avenue S.E. and South Main (see photo on page 16). Presently occupied by Natural Food Abundance, it was known as the Mead Block (1897-98) until Ellery Mead sold it to Wells between 1901 and 1907. Originally a hardware store, it proved to be a favorite drug store corner. Offices occupied the second floor. After a fire on December 6, 1921 the building underwent extensive remodeling. Grand opening publicity in April 1922 announced a new plate-glass window for the front façade.

Moving in 1895 from his old business site on the corner of Railroad Avenue and South Main, where a new Workman building was to be constructed, August Witte established his hardware business in the years 1895-96 at 111 South Main where it functioned until the 1960's. It is now occupied by Sanders Sew & Vac.

121-123 South Main Street, 2007



111 South Main Street, 2007



311 South Main Street, 2007



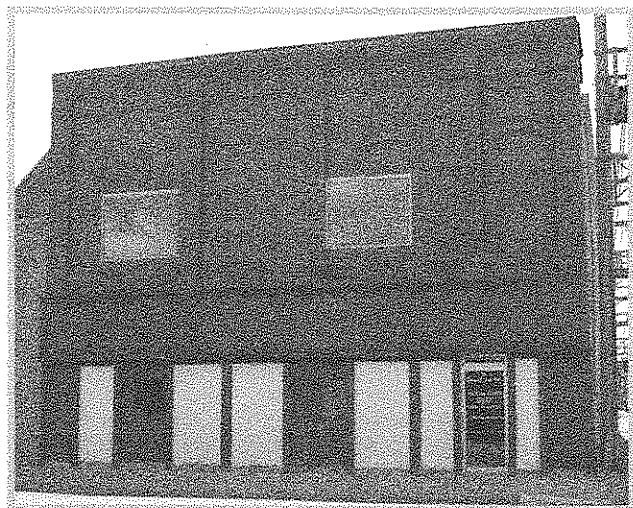
300 BLOCK, SOUTH MAIN STREET

According to the county assessor's records, 311 South Main, a two-story building now occupied by the Imperial Buffet, was built in 1898. Its roof line is slightly below neighboring structures. Newly roofed in 1985 its upper story serves residential purposes while the restaurant occupies the lower level. Adjacent to Webb's Shoe Store and the corner Main building stands a presently unoccupied, one-story building at 319 South Main. The assessor's records date it as a survival from 1898.

14 SECOND AVENUE S.E.

According to the county assessors records only one building from this decade has survived on the S.E. avenues. The Hyde/Altred law office now occupies a second floor suite in this building at 14 Second Avenue S.E. Alterations in the upper façade in the form of two windows superimposed over the bricked-over elongated window spaces of older times. The corbeling near the roof line remains as do the columns between hooded windows. Wood covering conceals the lower brick wall of the past.

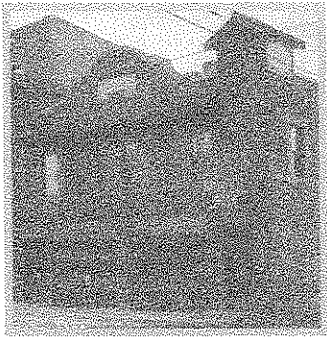
14 Second Avenue S.E., 2007



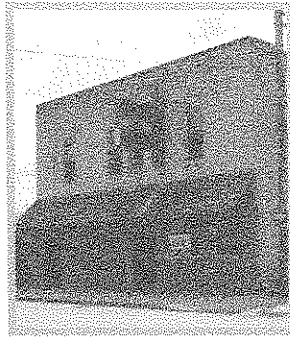
ONE AND TWO-STORY BUILDINGS: 1900-1910

FIRST AVENUE S.E. & THIRD AVENUE S.W.

14 First Avenue S.E. (b. 1903)



14 First Avenue S.E., 2007



The current Alonzo restaurant at 14 First Avenue S.E. formerly housed Robbie's Bar and Grill and before that the Rosebud Bar. Built in 1903 this building quartered the Aberdeen American News from 1905-1909. That paper had been forced to leave its Second Avenue quarters when Dakota Central Telephone Company purchased the building. An early photo of the Rosebud Bar reveals features no longer present – a curved parapet and clock tower, an upper floor window overhang and changes in placement of lower level entryway and display windows. This is an excellent example of changing façades and functional use of older buildings in the downtown area.

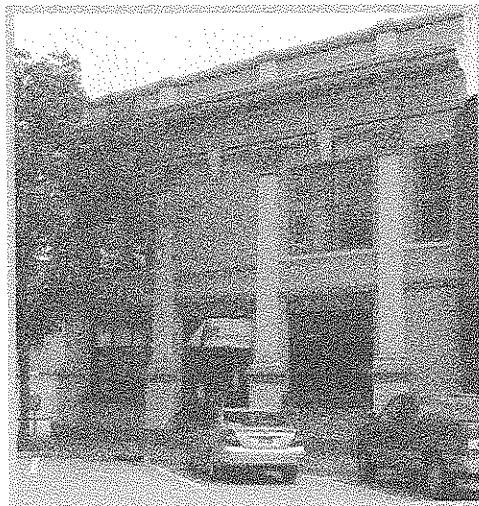
14-20 Third Avenue S.W., 2007



On Third Avenue west of Main a one-story structure dates from 1905. It is the 75-foot long complex at 14-20 Third Avenue S.W., the site of the Lager bar and adjoining businesses. The remaining six are Main Street, two-story buildings.

200 BLOCK, SOUTH MAIN STREET

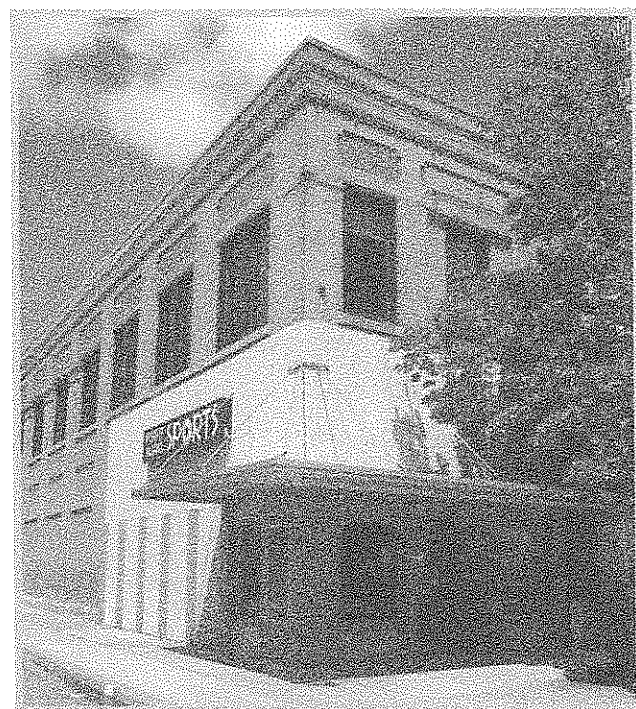
201-203 South Main Street, 2007



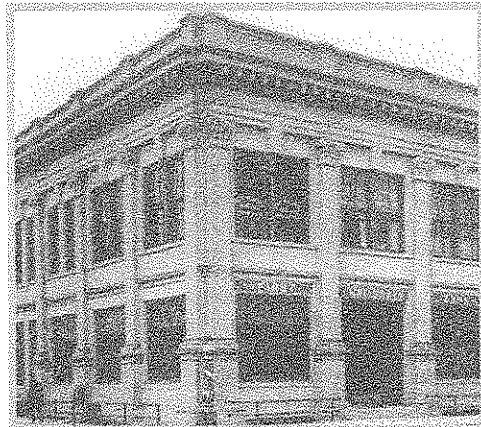
The 200 block contains two structures built in the first decade. Currently the first level (201) of the former First National Bank of 1906 is the home of The Boston Fern Flower Shop while the Rezatto Group occupies the second floor with the address of 203 South Main. Located at a corner site on Second Avenue S.E. and Main, this architectural icon attracts the eye with its four column façade topped by ornate capitals. The original bronze doors have been replaced with commercial aluminum doors. Stewart's School of Hairstyling occupied the space for many years followed by Tony's Wellness Center.

The current Play it Again Sports store occupies a building of 1904 located at 224 South Main, a S.W. corner site. This was the Appel Block housing clothing stores on the ground floor and offices on the second floor.

224 South Main Street, 2007



201-203 South Main Street



300 BLOCK EAST, SOUTH MAIN STREET

The 300 block's east side features two such buildings: The 313 address housed its original occupants – Griffis Drug Company and Goodale's Pharmacy in 1909. The Marie O. Simmons shop occupied the site from 1936 until 2000.

Since 1919 Webb Shoe Store occupied the two-story, Champlin Block of 1907 at 315-317 South Main. Its second floor open spaces have housed fraternal clubs, a Church of Christ Scientist reading room, a ballroom and the city library from 1955-1963. Prior to 1919, grocery stores, furniture and hardware stores occupied the street level spaces. The frontal façade grabs the viewer not only through its lower level display windows and recessed entry but also by its upper level neo-classical cornice with pediment and pillars topped with Ionic capitals.

300 BLOCK WEST, SOUTH MAIN STREET

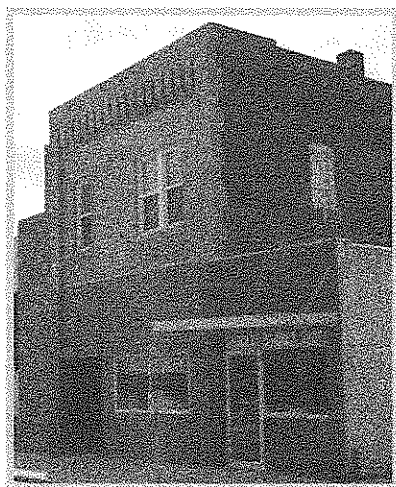
The 300 block's west side features one structure dating from 1910. With a 25-foot frontage at 320 South Main stands a one-story masonry building. Its brick façade is covered except the top section below the parapet. This site has an entry inset flanked by two display windows. The façade extends to the older building of 1889 next door at 318 South Main giving the appearance of one building although they differ in age.

THIRD & FOURTH AVENUES S.E.

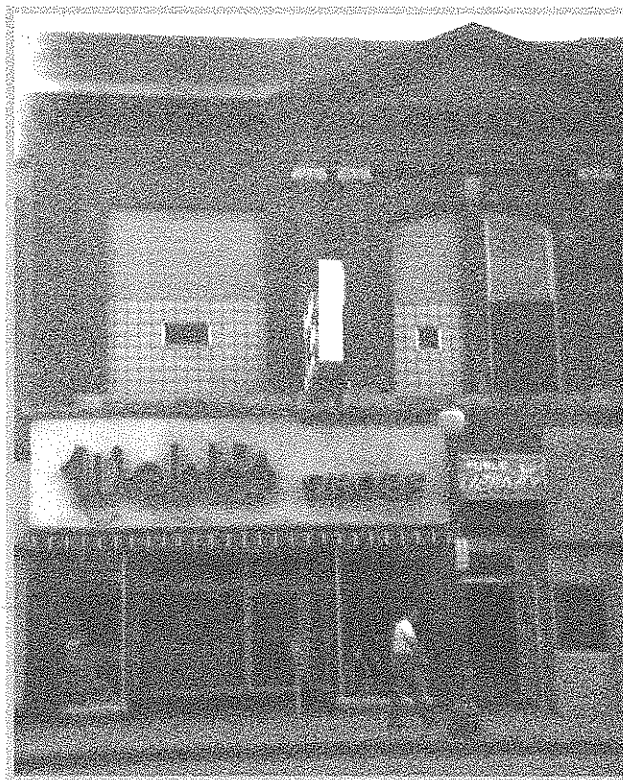
Diverting briefly from Main Street we view buildings on Third Avenue S.E. and Fourth Avenue S.E. Adjacent to and west of the three-story Aberdeen Finance building of 1907 stands a two-story building of 1909 at 16 Third Avenue S.E. It now houses the Aberdeen Pawn Shop. At 20 Third Avenue S.E. to the east of the Aberdeen Finance building stands a two-story 24-foot wide building of 1909. Currently it houses Steve Dykman's Custom Woodworking shop.

At 20 Fourth Avenue S.E. stands the two-story former White Cross Cleaner's building dating from 1900. Extending fifty foot to the rear, it has a 21-foot façade. This masonry structure features two apartments on the second floor. In contrast, the adjacent one-story building to the south occupies a ten-foot wide space and extends to the east only 19 feet. This 359-square foot structure built in 1944 currently serves as Imberry's Barber Shop and illustrates insertion of newer buildings in older neighborhoods. It is the only example in downtown of a surviving building constructed during World War II.

Imberry's Barber Shop, 2007



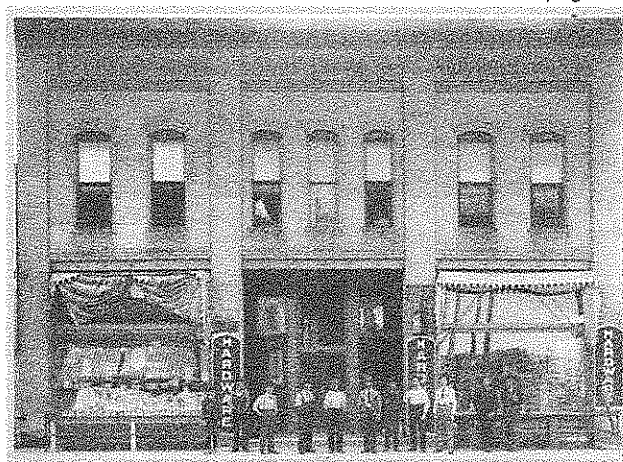
315-317 South Main Street

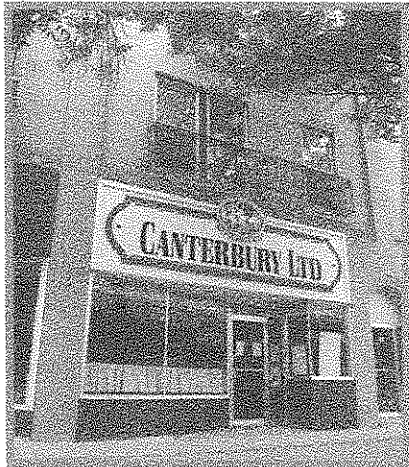


16 Third Avenue S.E., 2007



121-123 South Main Street, Wells Block, as indicated on page 14



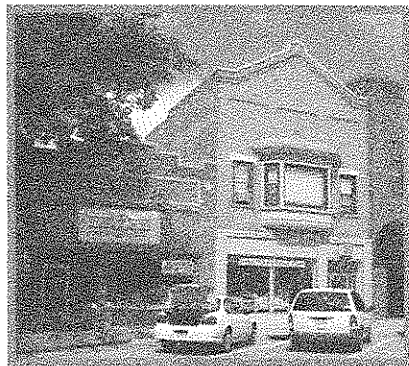


410-414 South
Main Street,
2007

400 BLOCK, SOUTH MAIN STREET

The New Beard Block of 1909 at 410-414 South Main, initially wood frame but bricked later, occupies a 75-foot frontage on Main's west side. During the 1980's Mother's Café, with its courtyard patio, occupied a section and more recently the Design Depot. Currently, Canterbury LTD occupies this site. This building's upper level served earlier as the Beard Hotel and more recently provided space for offices and apartments. Jewel Photography currently occupies the two-story site built in 1900 at 414 South Main.

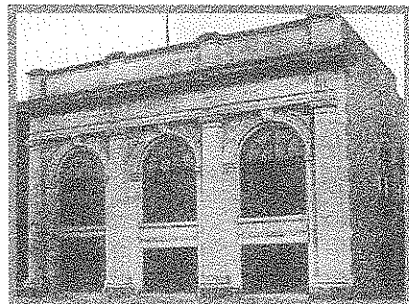
At 422-424 South Main and the intersection of Fourth Avenue S.W., the current Colonial Rose floral shop occupies the original tan-brick McDiar-mid-Slater building of 1910, site of the former red front grocery of 1910-1957. Former tenants were the Kitchen Connection and Courtney's Book Store. Adjacent to the Colonial Rose is a two-story building of 1905 at 420 South Main which currently houses the Drink Factory, a bar with multiple residences on the second level.



508 South Main
Street, 2007

500 BLOCK WEST, SOUTH MAIN STREET

The 500 block's west side contains one two-story building of 1910. Wil-son's Funeral Parlor occupied this 508 address from 1910 to 1924 after which the Red Owl grocery store utilized its lower floor to 1945. Malchow's utilized the lower floor as an annex to its furniture store in 1954. The upper level features apartments with a unique bay window overlooking the street, providing a residential touch to this segment of Main Street. The triangular parapet also attracts the viewer to the roofline.



517-519 South
Main Street, ????

The 500 block's west side also houses two one-story buildings of 1910. Currently occupying a 25-foot frontage at 518 South Main, GLT Gaming serves customers in a building dated by the county assessor's office as built in 1910. However, a recent survey indicates this address has been combined with 520-522 to form one single, remodeled building with stucco walls. A mansard roof in 1996 modernized this building's roof line. Domino Pizza occupies that corner location with a Sixth Avenue entrance. Modernity conceals remnants of an older era illustrated by this remodeling.



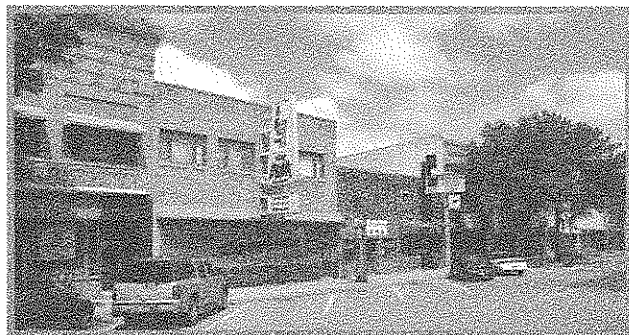
422-424 South
Main Street,
2007

The one-story Chamber of Commerce building with its 50-foot frontage situated at 514-516 South Main holds the Chamber office at the 516 address and the office of Manpower at 514, the former location of the Convention and Visitor's Bureau. Center signage obscures a portion of the upper façade whose roof line looms slightly above the one-story building to the south.

500 BLOCK EAST, SOUTH MAIN STREET

The 500 block's east side contains the former Dakota Farmer publishing plant built in 1906 at 517-519 South Main Street. After 1911 with the Farmer's move to 1216 South Main this building served as the Elks and Eagles Club and presently provides storage space for the adjacent Taylor Music store. Classical features such as the three round-arched openings separated by columns documents the presence of classic styles on historic Main.

420 South Main Street, 2007



514-516 South Main Street, 2007



518 South Main Street, 2007



TWO-STORY BUILDINGS OF 1911-1919 200 BLOCK EAST, SOUTH MAIN STREET

At 205 South Main stands a 1912 building topped by a curved parapet which varies from the straighter and slightly taller roof lines of the flanking two-story structures. Presently occupied by Treasure Han, a first-floor computer lounge, the building features upper-floor apartments. For a time beginning in 1936 it housed the Marie O. Simmons ready-to-wear and later a hat shop. From 1950-1974 P&H Bootery and the Jack and Jill's in the late 1970's occupied the premises.

At 207 South Main the current two-story Jan's Ceramic and Dolls shop occupies the Olander Building of 1912. The Olander's clothing shop dominated that site until 1958. Later occupants were Blacks Shoe Store after 1958 and Stevenson's Women's Clothing in the 1970's. The second floor served as apartment and office space. In contrast to adjacent, darker brick structures this building's glazed terra cotta brick with its green diamond shaped tile insets is an attention-grabber.

The Firey Building of 1912 fronts 209-211 South Main. Originally housing the Woodworth Pharmacy, this structure housed Woolworth's Five and Dime from 1926 to 1952. Thereafter, Engel Music occupied the site. Contrasting with the brick frontal façade, the south side of the building features white aluminum siding with a piano and name logo advertising its business. The building formerly shared a wall with a recently demolished Pleinis Jewelry building. Thus, the less expensive metal provided protective cover instead of more expensive but more attractive brick.

220-222 South Main – Former Aberdeen National Bank (1912-1965) & Pred's Woman's Apparel Store (1965-1990's). The façade changes involved in this building gave a more modernistic appearance to this block by concealing terra cotta or stone pillars flanking the entryway and window and door pediments. The top two-thirds of the façade have been covered since 1965 with metal panels, on which rests a square business sign, blank now but initially bearing the name PREDS. The lower one third has been remodeled, retaining the original entry spaces but no longer with pediments above them. Instead brick posts flank the doors and windows. This major facelift lessened the historical integrity of the street. Perhaps the columned façade may reappear someday.



205-207
South Main
Street, 2007



220-222
South Main
Street, 2007

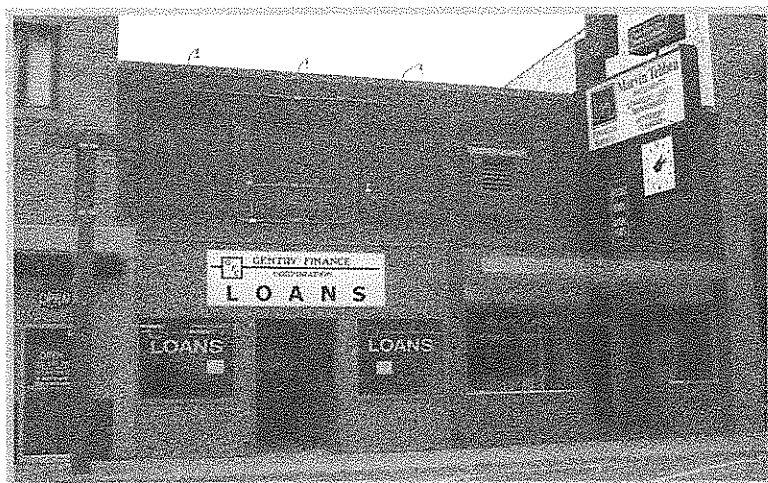


220-222
South Main
Street
(b. 1912)

209-211 South
Main Street,
2007



416-418 South Main Street, 2007



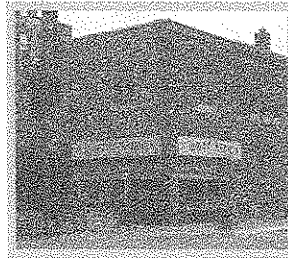
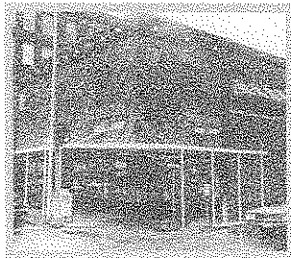
421-423 South Main Street

1950's

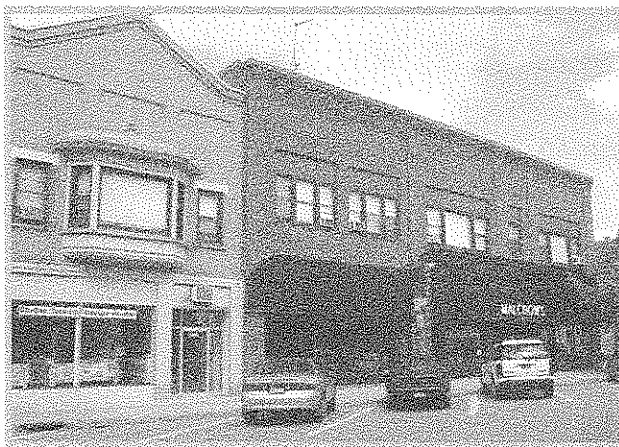


1977

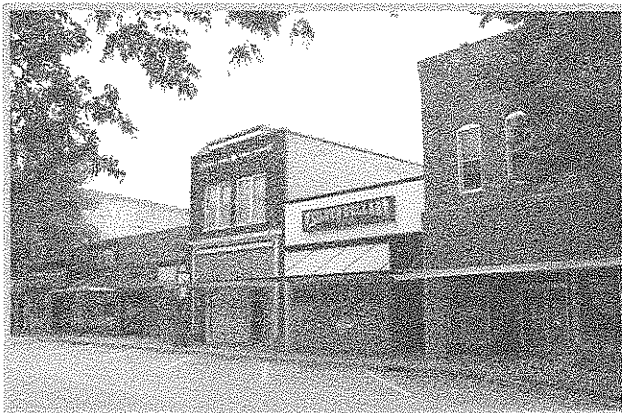
2007



502-506 South Main Street, 2007



117 South Main Street, 2007



400 BLOCK, SOUTH MAIN STREET

The current Marvin Tebben Investment office at 416 South Main appears to share the same one-story building with Gentry Finance Corporation at 418 South Main (pictured on bottom left of page 18). The assessor's records date this building at 1915. Two-story buildings flank this site and illustrate roofline irregularity. Across the street at 421-423 South Main stands the present McQuillen Design building dating from 1917. Its lower level has experienced partition into north and south retail sections and at other times stores such as Red Owl Groceries and Coast to Coast occupied the entire first level. The latter store added a garage on the Fifth Avenue side. Jorgensen's Men's Wear occupied the site after Coast to Coast left. During that time a collapsed corbel motivated installation of a new front façade. The Boston Fern flower shop occupied the south retail space more recently. Currently Buzy Kids shop is in that space and McQuillen Design Associates is in the north half. Upper levels today feature apartments. The Main Street upper level cement block wall surface no longer has its brick

500 BLOCK, SOUTH MAIN STREET

The west side of South Main Street's 500 block hosted several surviving structures of that era. The Boyd-Roman Building of 1917 dominated the corner at 502-506 South Main, adding in 1918 the adjacent 506 section to widen its Main Street frontage. This became an automobile center with Fourth Avenue elevator access for autos to be delivered to the upper level showroom. Since 1948 Malchow's Furniture Store has occupied the site and expanded into 508 South Main formerly occupied by Kitchen Tune Up and before that the site of Wilson Undertaking parlor with its second story bay window.

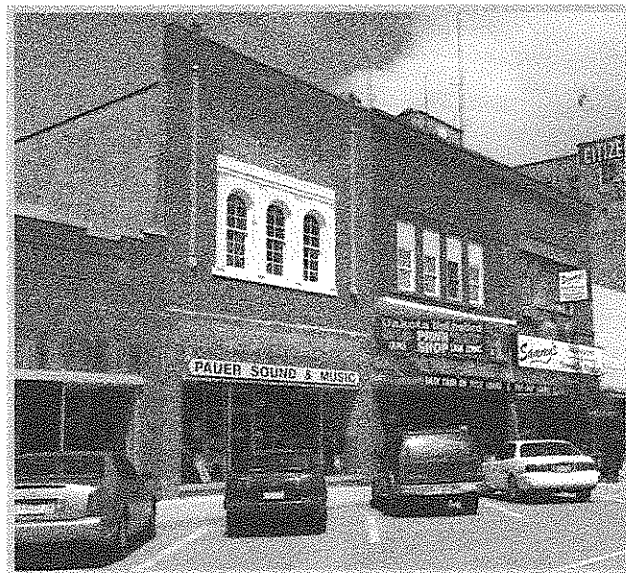
ONE AND TWO-STORY BUILDINGS OF THE 1920'S 100 BLOCK, SOUTH MAIN STREET

In the 100 block survivals from the 1920's include one two-story built in 1926. At 117 South Main C.D. Kennedy hired contractor A.J. Clocksin to build a two-story structure initially occupied on the ground level by the Burg Variety Store. In the late 1930's the Fashion Shop occupied the site followed by the Aberdeen Furniture studio in 1945 and in 1964 by Brown's Painting and Flooring. Formerly known as Kirby Sew & Vac, A-to-Z Singer presently occupies the building. Designed by architect George Fossum, this brown brick structure features a white decorative terra cotta brick beneath the cornice. Terra cotta brick sills frame the upstairs windows. The second floor housed offices. This building looms tall over the flanking one-story structures, and illustrates further the irregular rooflines of Main Street.

200 BLOCK, SOUTH MAIN STREET

In the middle of the 200 block's west side stands a historic theater site now occupied by Pauer Sound & Music. At 216 South Main a fire destroyed the first Lyric theater (1914-January 1927), which had served as the McPherson clothing store before 1907. A two-story Lyric was rebuilt, opening in July 1927 and closing in 1955. In 2005 a modernistic wood panel was removed to uncover three rounded arch windows of the former Lyric Theater. These windows loomed above a triangular marquee identifying the theater. Detailed rope patterns are visible testifying to previous theater usage. Along with the Dakota Bank's removal of inappropriate frontage this is an example of restoring historical integrity to Main Street façades.

216 South Main Street, 2007



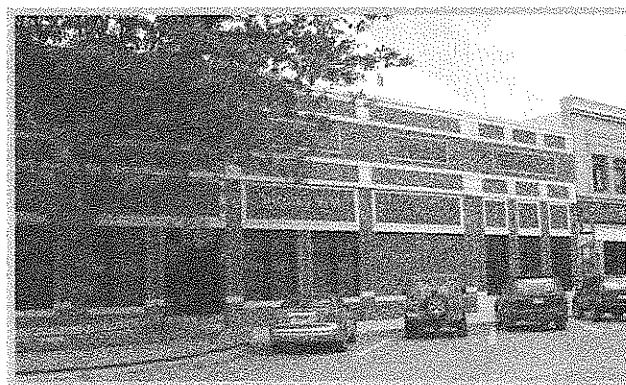
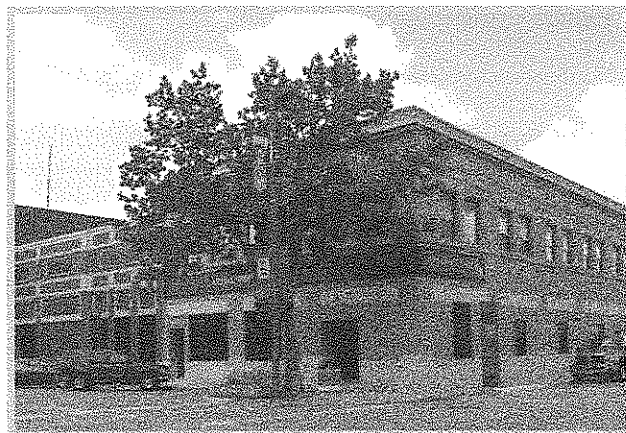
300 BLOCK, SOUTH MAIN STREET

Main street as a banking center continued in 1955 with the opening of the Farmers & Merchants Bank April 30, 1955 in the remodeled Kresge \$1.00 store at 308-306 South Main. This became the base site of the Farmers and Merchants Bank for later expansion. Façade changes in the 302-308 portion of the block were notable. After April 1969 it became known as the Dakota Bank. It has an expansive history as evidenced by its acquisition of the Salvation Army building on Fourth Avenue and the demolition of the News Printing building on Third Avenue – all for parking spaces and drive up banking.

At 306 South Main varied stores preceded the Kresge company occupation of the site: Wolter Shoes 1928-30's, Jarold Shops 1940-50. In the 300 block from 1958 to 1979 Trade Home Shoes utilized the ground floor of 306 South Main which became part of Dakota Bank's expansion in 1980. Including it in its 308 address.

In the 300 block the Dakota Bank Investment Center dominates the corner of Third Avenue S.W. and South Main Street. B.C. Lamont replaced his 1902 building with a new building in 1927 for the S.S. Kresge Company (\$1.00 store), which occupied the site for 50 years. (1927-77). The Jupiter store and Maurice clothing store occupied the site later before Dakota Bank's final remodeling into an investment center. Remodeling of this building as well as removal of concrete silo-like frontage for 306-308 sections returned the bank to a more historic appearance.

306-308 South Main Street, 2007



306 South Main Street



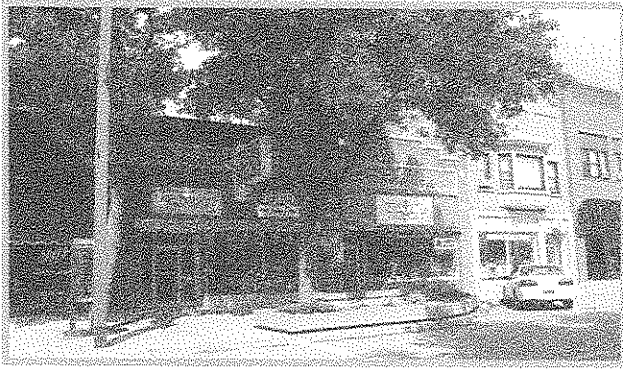
308 South Main Street



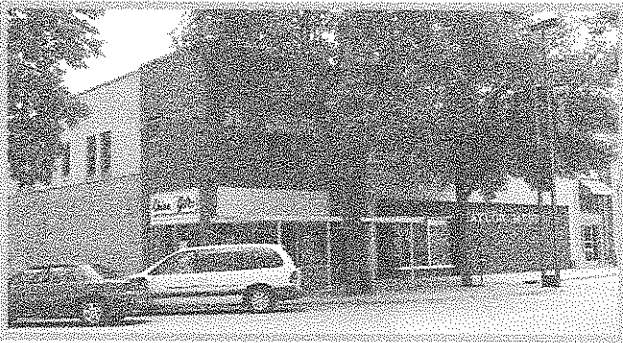
306-308 South Main Street



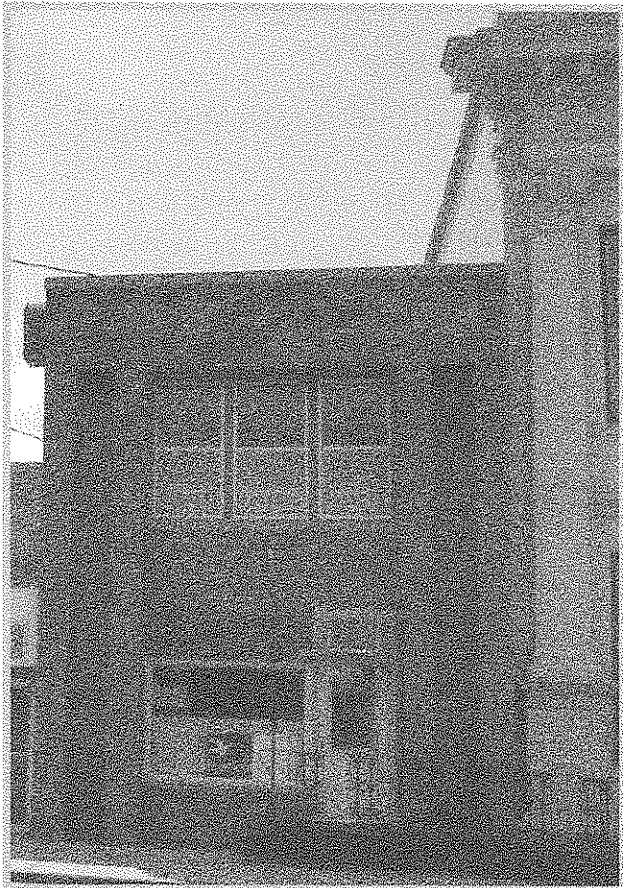
510 South Main Street, 2007



511 South Main Street, 2007



Second Avenue S.E., 2007



500 BLOCK, SOUTH MAIN STREET

Two one-story buildings south of the two-story building of 1910 were built in 1929. Anchors of Faith located at 510 South Main features a tan brick façade with stepped parapet below which diamonds flank a white-bordered rectangular space. Don's Hardware currently occupies the neighboring 512 site. It received façade changes in 1959. Architecturally, its brown brick façade with decorative band of rosettes below the roof line contributes to an aesthetic appearance despite the interference of signage.

511 South Main – This two-story building of 1923 formerly housed the Crockery, China and gift shop from about 1939 to 1998 and an Affair to Remember shop quartered here until 2005. Neighboring Lincoln Street First United Methodist Church purchased the site for parking space.

BUILDING CIRCA 1920'S – 1930'S SECOND AVENUE S.E.

The City Directory indicates a music store and tailor shop occupied this site in 1930's-40's. The Security Insurance Agency had occupied this site in 1950 after a 1948 remodeling. Thereafter, filling a vacancy of 1952, the adjacent First National Bank of 1906 established its Loan Department there with a Second Avenue entrance. The brick 12 Second Avenue S.E. entrance served customers from 1954 to 1958 when the bank moved to First Street. It now serves as a Teleflora shop for the Boston Fern who occupies the first floor of the adjacent Main Street bank building.

At 24 Second Avenue S.W. the former Firestone garage of 1927 has been remodeled into the present Eide-Bailly building which dominates that corner of First Street and Second Avenue S.W.

24 Second Avenue S.W., 2007



ONE AND TWO-STORY BUILDINGS OF THE 1930'S SOUTH MAIN STREET

There are fewer survivals from this decade. We have examined the three-story Montgomery Ward building at 314 South Main, which was built in 1937. A few one and two-story structures from the 1930's have survived. At 108 South Main, the current home of Office Equipment Inc., stands a one-story building of 1937, once occupied by the S&L Department store. Note the entryway inset flanked by large display windows and the design elements of brick horizontal bands above the façade signage.

At 14 Fifth Avenue S.W., across the alley from Main Street's McDiarmid-Slater building of 1910 stands a square brick building of 1930. R&D Plumbing & Heating has occupied this space since 1983. Lengthened somewhat by a small cement block addition to the rear of the brick structure, the front façade has vertical metal panels covering the lower level. A canopy shields the entry and single window from the morning sun. Above the canopy and below the roof line is a rectangular projection containing eight x-like designs which provide some decoration to a simple brick structure. From 1930 to 1954, this building housed a bicycle shop, in the mid-1960's as a U.S. Army recruiting office and in the late 1970's as a realty office. For a two-story building it seems smaller than most such buildings and appears rather lonely with its adjacent parking spaces and an alley between it and its Main Street neighbor.

On the east side of Main at the 101 site originally of Lacey's Drug (1880's), stands The Store and the Brown Law Office in combination with the Downtown Development District office. Construction of 1937 replaced not only Lacey's drug but also a tailor shop and restaurant – all buildings of the 1880's. Publicity at the time characterized this as *"a step toward cleaning up eyesores on Main Street."* With a 50-foot frontage this brick building of 1937 extends 80 feet to the east on First Avenue S.E. with rear parking in the remainder of the 142-foot plot. It was remodeled in 1981 and 1998.

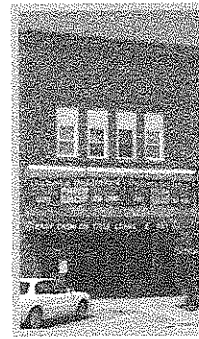
At 214 South Main the Dakota Unlimited Pawn shop currently occupies a building of 1930 which was first used by Woodward Drug and known as the Woodward Building. New upper floor windows recently replaced the historic ones. The continuous stone sill below the windows is the last vestige of another era. The roof line is about even with the flanking buildings which may incorrectly give the impression of one building.

18 Second Avenue S.E. houses in its one-story brick building the Generations X-treme, a bar and entertainment facility. According to county assessor's records, the back section was built in 1934 and a front façade in 1946 with window replacement in 1997.

Adjacent to the corner building, 202 South Lincoln Street stands a one story building at 22 Second Avenue S.E. 50-foot deep, it, along with adjacent 18 Second Avenue S.E., boasts a 150 front façade on Second Avenue and forms a portion of the Generation X-treme business. Along with the Lincoln Street 202, the #22 address dates from 1903 when James F. Kelly housed his printing plant on that corner. In the 1950's-1980's, it housed a beauty parlor and barber shop. Its brick façade differs from the adjacent Generation X-treme building's block squares. Due to its age, this building logically should be placed in the section dealing with buildings of the 1900-1910 period, but because of its alignment with the other Generation X-treme buildings, construction both in 1934, the rear, and in 1946 the front, we include it here.

The varied roof lines of the tallest structures and these one and two level buildings are demonstrated in the following illustrated profiles of Main Street buildings in the Aberdeen Historic Commercial District.

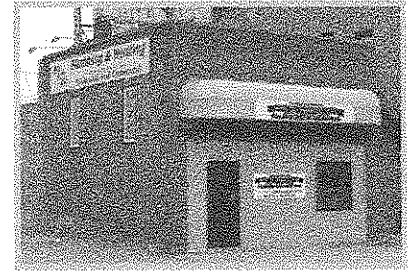
214 South Main
Street, 2007



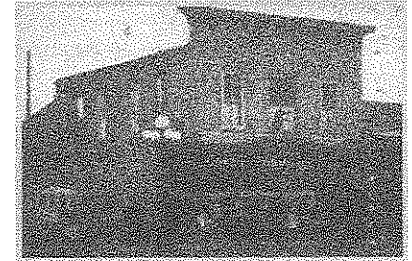
214 South Main
Street, 1930



14 Fifth Avenue S.W., 2007



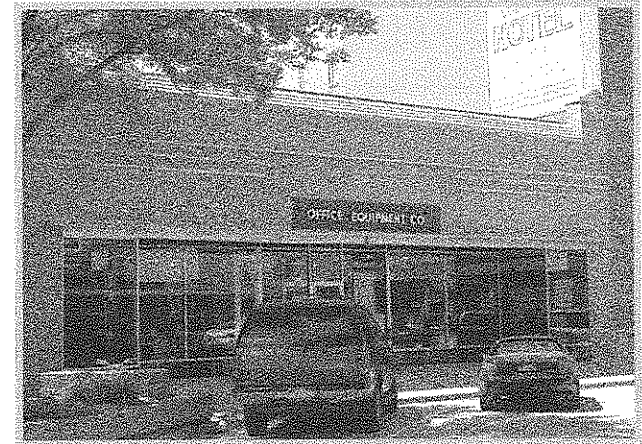
101 South Main Street, 1880's



101 South Main Street, 2007



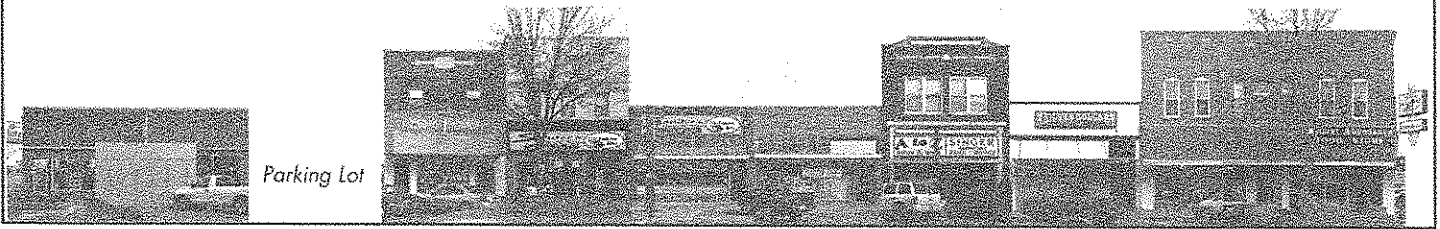
108 South Main Street, 2007



18 Second Avenue S.E., 2007



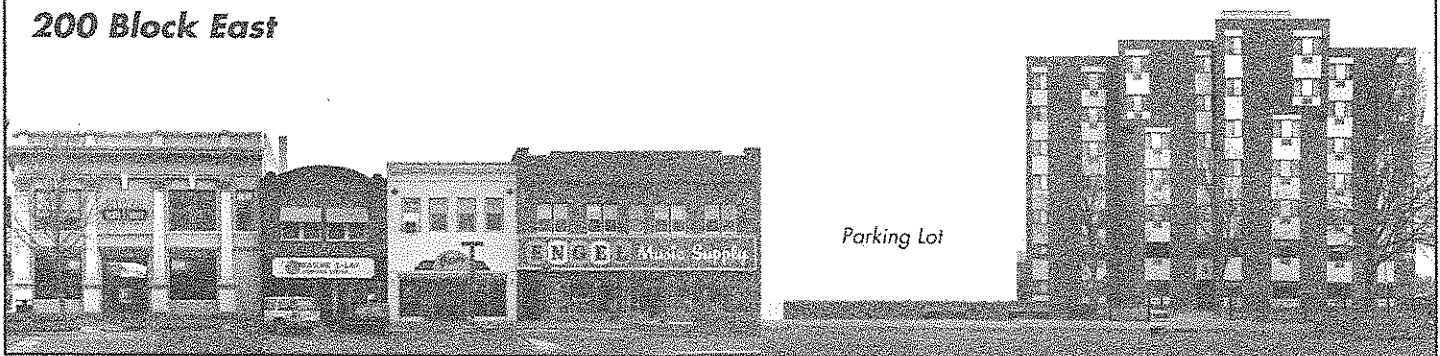
100 Block East



100 Block West



200 Block East



200 Block West



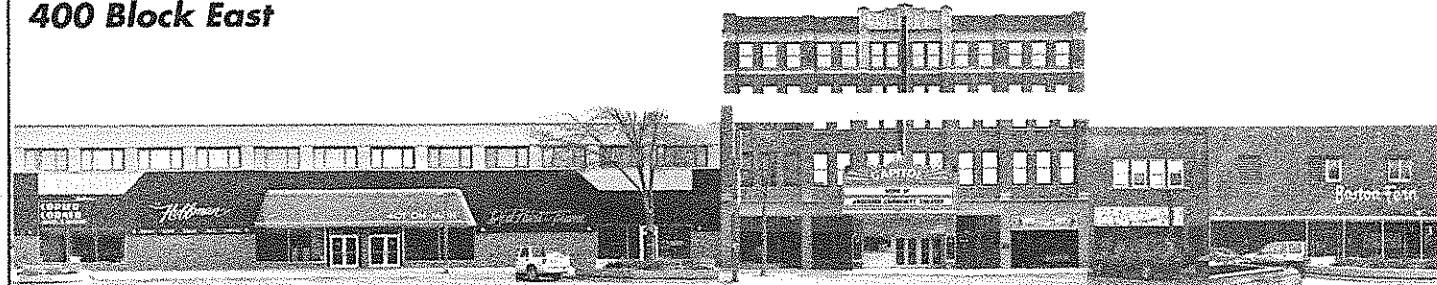
300 Block East



300 Block West



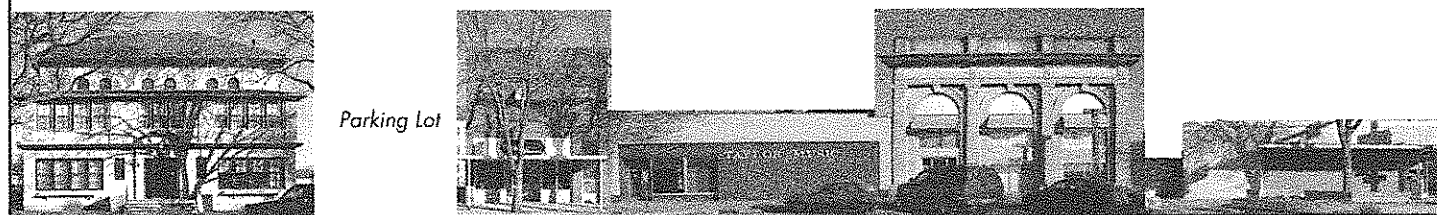
400 Block East



400 Block West



500 Block East



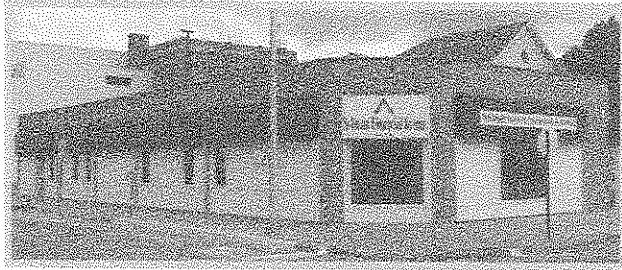
500 Block West



PART IV: FEWER DEVELOPMENTS

1948-1970'S

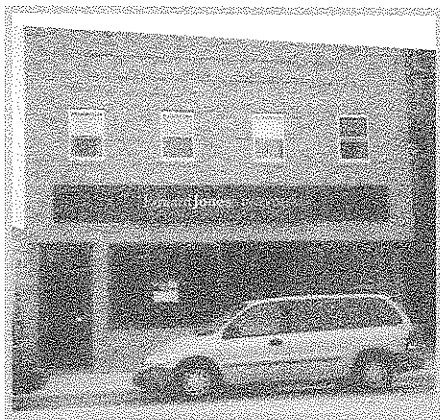
24 Fifth Avenue S.W., 2007



FIFTH AVENUE S.W.

The Schwan Financial Group occupies the building at 24 Fifth Avenue S.W. contributing to an element of modern architecture to that street. Built in 1948 it exemplified the beginnings of a post World War II building boom after a period of scarcity of construction materials during the war.

Edward D. Jones Investments occupies a two-story brick building at 12 Fourth Avenue S.E., further testimony to post World War II building activity as it was built in 1949.



12 Fourth Avenue S.E., 2007

THE MIDWEST BUILDING 401 SOUTH MAIN STREET

New buildings within this time-frame appear on corner lots, are mostly one-story in height except for the Midwest Building housing Penney's and Woolworth's. They are made of light brick rather than the dark red bricks of an older era. Frontage on Main Street for several is 25-foot or 50-foot while the Midwest building has a 75-foot frontage. They represent late commercial development of Main Street.

The Midwest building at 401 South Main first housed J.C. Penney department store in 1950-51 and later in 1951-52 a northern extension was built for Woolworth's Five and Dime store. Penney's had a second grand opening when it incorporated the Woolworth part of the building as the new J.C. Penney on February 8, 1978. In Aberdeen since 1924 at 419 South Main, this store had moved to 301 South Main in 1927, to 215 South Main in 1934 prior to its move into this new building.

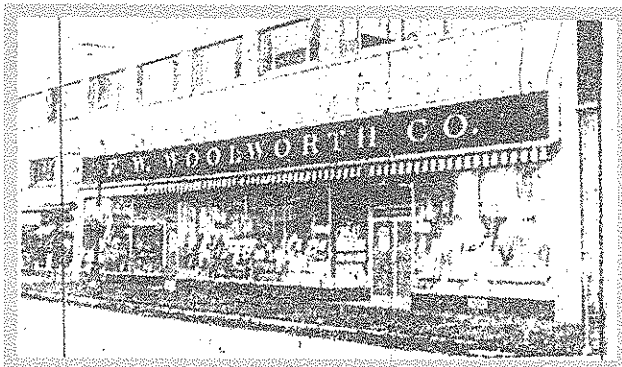
401 South Main Street, 2007



The second floor of the Midwest building held office spaces with stair entrance on Fourth Avenue and an elevator entrance on Main with entry and connection to the Capitol Building of 1926. This site had been the home of the Federal Building 1904-1937, unused 1938-44 and demolished for a parking lot in 1944.

Construction at this site presented traffic control problems while construction materials, cement mixers, hoists and other equipment occupied sidewalk and street space inconveniencing motorists. Contractors requested city council's permission to use sidewalks and one-third of Main Street. The mayor noted that Fourth Avenue between Main and Lincoln had been partially blocked all winter 1950-51. The Water and Sewer commissioner asserted that the public would "scream its eyes out" if the street were blocked. The alley could not be used as it must be open for fire trucks. Operating on the premise "We can't stop a building from going up", the commission permitted use of sidewalks, parking lane and outside northbound traffic lane. However, the contractor provided a sidewalk around obstructions and two feet away from the inside northbound traffic lane.

401 South Main Street



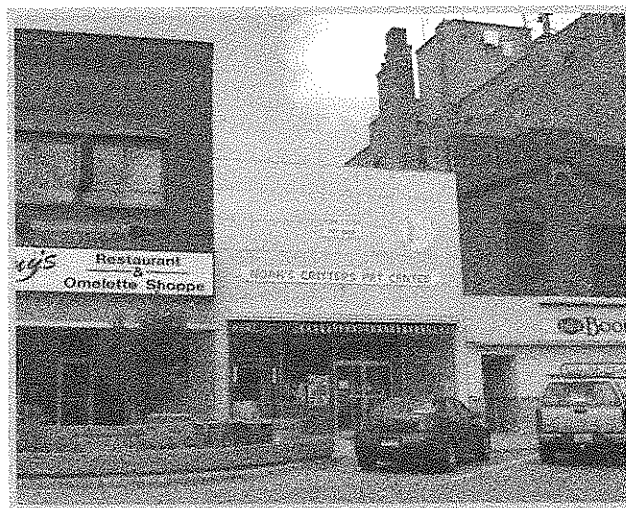
401 South Main Street



210 SOUTH MAIN STREET

Noah's Critters Pet Center currently occupies this one-story building of 1962. Sanwiched between two brick, two-story buildings of the 1880's, it possesses a double door entry. Flanked by a display window, the upper façade features tan, square shaped, metal panels and signage identifying the business. Previous occupants were Kinney Shoes from late 1962 to at least 1979. In 1987 Tony's Gym and Fitness center occupied the structure. This building replaced a clothing store built about 1890.

210 South Main Street, 2007



SUDOW BUILDING 322-324 SOUTH MAIN STREET

An example of commercial chain store development in the 1960's was the construction of the Sudow building in 1965 at 322-24 South Main. Prior to its construction, this site had been occupied by Public Drug 1928-30 and into that decade at least and the Cheerio Lounge from 1954-1964. The present structure had been the home of another chain store, Osco Drug until February 2, 1991 when City Drug occupied the building on February 4, 1991. Followed by the Blue Iris Bookstore until 2002 and since 2002 by Wild Oats. It is a one-story, light brick building with display window space evident through much of the 50-foot frontage covered with a metal canopy. In 1964 another commercial building appeared at 523 South Main housing George Dusch's TV and appliance store, previously treated in Part I.

322-324 South Main Street, 2007



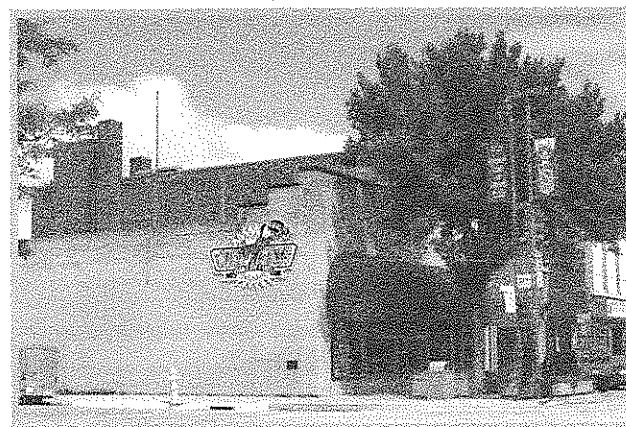
8-10-12 SECOND AVENUE S.E.

This building, with three addresses may have been constructed in the years after the First National Bank moved in 1958 from 201-203 South Main Street. The assessor's office shows these lots extending to the alley as property of the bank and those who later purchased the bank building. Perhaps the lots were used for parking by the bank during the 1950's. Sometime between 1958 and 1960 this building with its three units was most likely constructed. It is currently owned by the present owners of the former bank. Unit 8 was the former Arts Council headquarters and Unit 12 is now the site of Short Time Labor and Rent-A-Kid. City directories in 1945 place a beauty shop in a building addressed as 8 Second Avenue S.E. and in 1948 #12 as Piano and music shop. These may have been different buildings than those presently located on that site.

8-10-12 Second Avenue S.E., 2007



322-324 South Main Street (side view), 2007

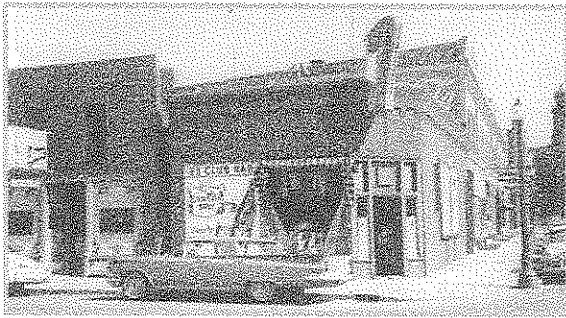


FORMER ABERDEEN SAVINGS & LOAN 13 SECOND AVENUE S.E.



1937

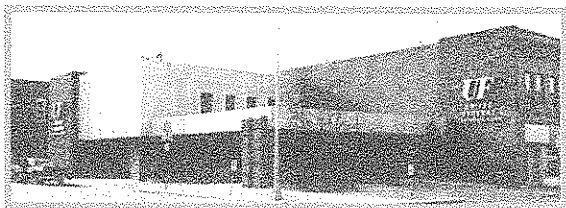
13 Second Avenue S.E. (23 Club Building)



Second Avenue S.E.



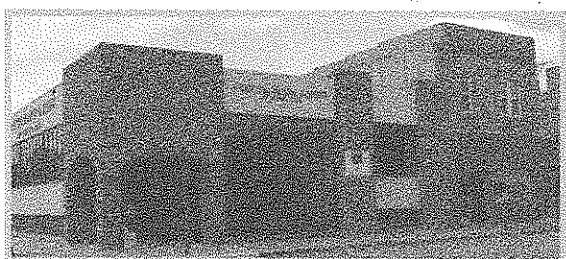
13 Second Avenue S.E., 1970



Corner of Fourth Avenue SE & Lincoln Street, 1909



Corner of Fourth Avenue SE & Lincoln Street, 2007



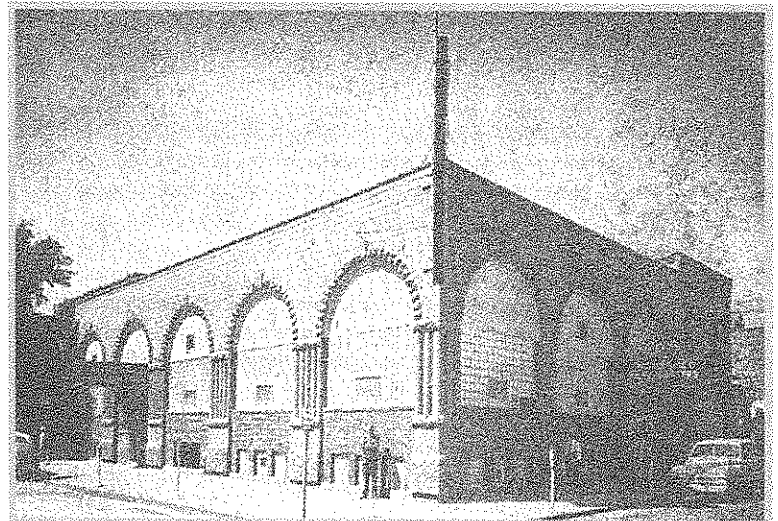
In the 1970's a new structure arose at 13 Second Avenue S.E. On a site behind Main Street's Wells Block stands the former Aberdeen, later called United Federal, Savings and Loan Building. This site represents evolution from the horse and buggy days to the automobile era. The wood frame Mill and Blacksmith shop of earlier times occupying this site was removed. In 1959 the Dew Drop Inn and 23 Club buildings were purchased and later torn down for additional customer parking space in 1962 and by 1980 that footage was used for a drive up window, night depository and customer parking area. Earlier in 1937, across the alley from the Wells Block, workers had constructed a brick Savings and Loan building, which was remodeled in 1958 with a green enameled aluminum front and awning. This was demolished in 1970 to provide a driveway to the present parking lot. In fall of 1970 the present building arose at the site of the former blacksmith shop. More recently an architectural firm occupied the building until it moved to the Arch Street Plaza. It now houses congress woman Stephanie Herseth's regional headquarters.

AMERICAN NEWS/FRITZ FORSETH BUILDING: REPLACED BY TONNER-KING LAW BUILDING FOURTH AVENUE S.E. & LINCOLN STREET

This site had been occupied by the American News from 1909 to 1950 and often people gathered in front of the building to secure the latest news bulletins. Modernistic architecture featured colored and varied shaped concrete blocks creating the appearance of natural stone. Rounded arched hoods framed five huge windows providing light along the 90-foot Lincoln façade and two windows and entryway along a 50-foot Fourth Avenue façade. Built at the cost of \$25,000, this one-story building had a high basement which housed most of the presses. The business office entryway was at the first arch to the west toward the Main street post office.

The American News moved to Second Avenue S.W. and Fritz Forseth purchased and remodeled the building for his insurance business. About 1974 it was demolished and the present Tonner King law building merged. The rounded arch continues to be a predominate architectural feature.

Corner of Fourth Avenue SE & Lincoln Street



SIDEWALK AND TRAFFIC CONTROL TRANSFORMATIONS

Not only pavement but also Main Street sidewalks were altered. Prior to the 1920's basement businesses accessed by sidewalk stairs could be found along Main Street. A *Daily News* item of May 30, 1916 provides an example. In a description of the new Van Slyke building reference was made to a "basement sidewalk room" for display goods: "A glass studded sidewalk will roof this room." Changes loomed ahead.

A city ordinance of 1926 provided three years for property owners to alter their sidewalk stairs to basement spaces and in April 1930 the city notified businesses it would begin enforcement. Railings around stairway openings were unsightly and openings narrowed the sidewalk space. Police commissioner M.H. Bantz observed "the appearances of blocks of the business section where this change has already been made is enough of an improvement over the unsightly old iron railings which cut the width of the sidewalk in half, to warrant the most vigorous measures toward making the downtown district look like that of a city."

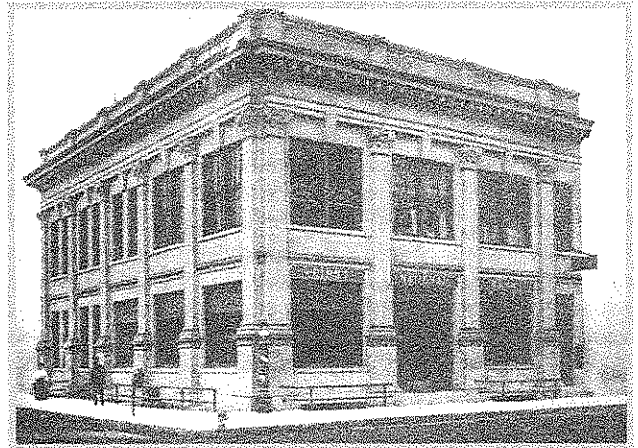
In 1977 Main Street renovations concluded this trend with complete elimination of surviving sidewalk openings on Main Street. However, an exception has emerged in 2006 with a railed sidewalk entrance to a basement entertainment center in the Expectec building's Second Avenue façade.

Aside from paving transformations, the street itself experienced changes over the decades. Traffic control was an early issue which continues to this day. Whether or not the city should remove stop-and-go signals surfaced in 1930. The *American News* argued that there was not enough traffic merging onto Main Street from adjoining avenues to warrant the expense of such lights at every intersection.

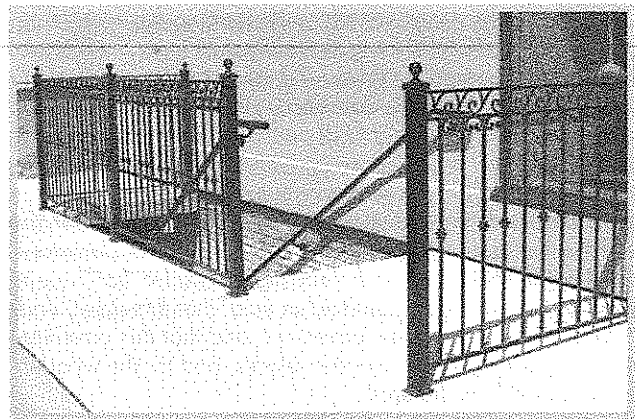
While the use of stationary stop signs at such sites is desirable once new paving was completed, the editor admitted that due to heavy traffic automatic stop-and-go lights should prove effective and need not be changed, at the intersection of Main and the Yellowstone Trail (Highway 12, Sixth Avenue). An entry in the "Main Street at Noon" column in the *Evening News* of September 22, 1930 indicates implementation of these thoughts. In their daily search of Main Street for news the twins Jack and Oscar "almost tripped over the new rubber stop signals on the street" as they spotted a Democratic candidate for governor who was in town to speak to the Rotarians; they also noticed a father and son in the son's new roadster "enjoying a drive over the new pavement."

Testifying to the continued presence of traffic control devices, Luther Falk in WPA Writers Project booklet – *Middle Border City* (1940) included in a late afternoon and evening Saturday night description of Main Street these remarks: "In the later afternoon traffic policemen and traffic signals appear at the three main intersections, Second, Third and Fourth Avenues...As night falls and before stores close at 9 o'clock people sit in cars and watch the crowds go by. The traffic signals are removed from the intersection, hooded, and locked to a convenient light post." The stationary stop sign along with a stationary policeman on occasion continued for some time until automatic signal lights were restored as automobile usage increased in downtown Aberdeen.

National Bank



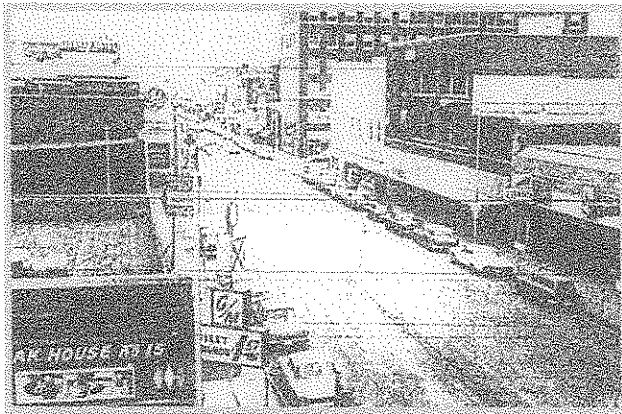
Sidewalk Railings, 2007



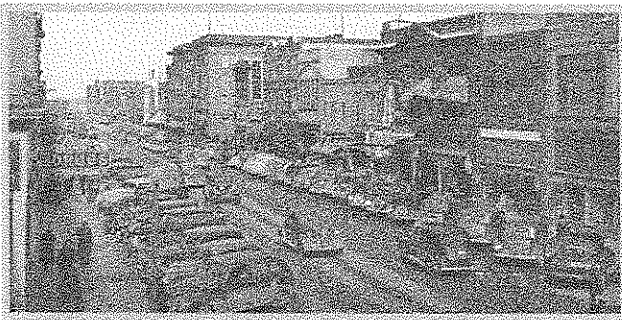
South Main Street Policeman, 1936



Parallel Parking



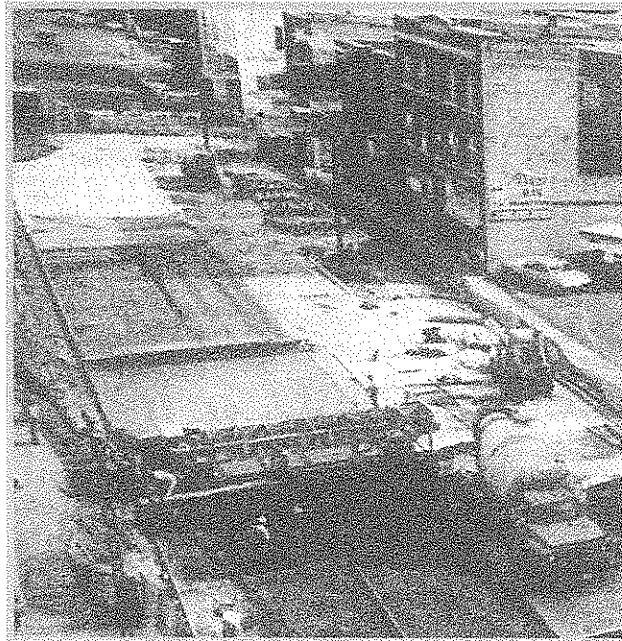
South Main Street Parking



Diagonal Parking



South Main Street Cement



The regulation of Main Street traffic revolved not only around traffic lights – stationary or stop-and-go – but also on traffic flow through experimenting with parallel and diagonal parking. Also, ventures in metered parking and one-way auto traffic replaced two-way movement. Again "The Main Street at Noon" column of October 29, 1930 testifies to changes. Twins Jack and Oscar in their daily jaunt down Main Street observed that "several automobiles are parked diagonally. They learn that diagonal yellow markers are being traced on the street and this system of parking will soon be affected in accordance with a recent decision of the City Fathers." They also conjectured that one Frank Sexton in his big sedan had "noted the change in the parking system...he may have had occasion today to place his sedan between a couple of the new marks."

The city implemented a metering policy to resolve crowded parking on Main Street. By 1949 downtown had 350 parking meters and a two hour parking limit. An April 1960 photo shows Main Street parallel parking with several empty spaces at a time when a new April ordinance abolished meter feeding and established a one-hour parking limit along Main.

Aberdeen's parking system received its share of complaints. Parking meters impinged on the shopper's freedom to park in one Main Street spot for more than an hour. Complaints of May 1976 focused on the image of an unfriendly city: "Looks like you want us to hurry up and get out" and "We don't mind doing business in Aberdeen but we fiercely resent being exploited by the very community that makes its living on our trade." Also, complaints arose over the creation of one-way streets about 1972 as an economical and safety substitute for widening streets in an era of increased traffic: "I don't find it easy to get around in your town...there's always a sign staring at me ONE WAY. More fuel is wasted maneuvering to find the right way."

By the end of the 1970's Main Street renovation with its diagonal parking substituting for parallel parking and with two hour limits in city-county parking lots and Main Street, the parking meter disappeared from Main Street. However, one way streets continued for the motorist. Liberation had been achieved only on the parking meter front.

Efforts of the early 1930's-1940's to transform Main Street resumed in the 1960's and 1970's. In May 1958 resealing of Main Street included a coat of chips spread over asphalt and pressed down by a roller. Accompanying Main Street's complete resurfacing and redesigning in 1978-79 was sanitary sewer installation beneath Main Street. Also, installation of new water mains preceded new street surfacing. The six-block renovation of Main from Sixth Avenue to Railroad Avenue materialized after two years of planning and securing of federal funds. A new Main Street featured two lanes of northbound traffic, mid-block pedestrian crossings, diagonal parking on both sides of the street which added eight more parking spaces per block, new but narrower sidewalks, street lights and traffic signals. Pedestrian islands containing concrete benches, planters and bicycle racks dotted the sidewalks of each Main Street block to enhance that street for shoppers. Viewing the photo of cement laying, one can imagine the inconvenience to property owners and customers. The street's history also included changes in lighting.

LIGHTING MAIN STREET

Gas lights were the primary means by which Main Street was lighted in its early years. Gas street lighting serviced Aberdeen with some gas street lights in service as late as 1918. In 1914 the city authorized the Aberdeen Gas Company to install 158 street lights with the company furnishing lamps and posts which the company was to install, maintain and light at dark and extinguish at daylight. The lamplighter was a fixture on Aberdeen streets as he ignited the gas street lights in the evening and extinguished them in the morning. When Sam Jumper and Frank Hagerty received a gas franchise in March 1887 the electric light people were told that gas usage would not harm the electric light company's business as gas would be used on residential streets, in homes and smaller business places. A gas plant was constructed in August 1889. In March 1926 the Aberdeen Gas Company sold its property to N.W. Power Company which had already purchased the Aberdeen Light and Power Company in 1923.

On the evening of May 5, 1886 Aberdonians celebrated electric lights on Main Street. Residents jammed nearly a mile of Main Street to view a jolly parade and stroll along the pavements later than usual to gaze at the six lights, each 2000 candlepower, and to savor *"the soft, mellow luster of electric light."*

With the passing years, Aberdeen electricity service deteriorated. Some wished their city to be *"bright as day in the night time."* Between 1886 and 1908 three electric power suppliers in Aberdeen operated on the basis of a moonlight schedule. A full moon in the sky meant shutting off the electricity to city street lights. After brief experiments in electric lighting, Aberdeen became dependent upon gas alone for street lighting during the years 1893-1907. Everyone agreed in 1907 that the city had been inadequately lighted. But some balked at the costs and exclaimed that reliance on moonlight posed no tax burden. Laura Miller, Aberdeen eighth grader, suggested in her essay of June, 1907, on *"Beautifying Aberdeen"*, that city streets should be better lighted. *"The gas lamps on some streets are often very dim and sometimes extinguished entirely."* Aberdeen needed a new electric light and power plant to replace *"an old shell"* which had proven to be useless and unsafe.

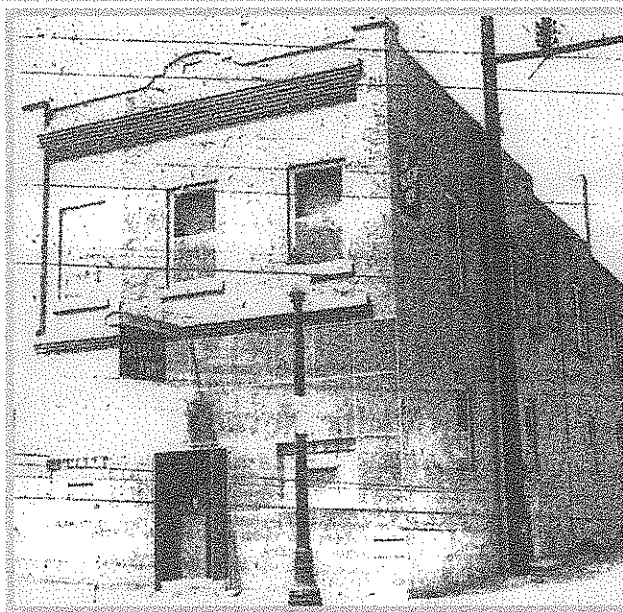
In May 1908 Aberdeen lighted up after months of darkness due to an inadequate power plant. New plant and equipment restored faith. Twenty-four hour service began. No more moonlight schedule! Residences and businesses received *"juice"* at 1 p.m. Monday, May 11, 1908. Electric power surged into laundries, coffee mills, electric fans, newspaper presses, wood saws and an iron foundry. From the Milwaukee Depot southward for five blocks on South Main technicians installed six electric light poles to a block with three poles on each side of the block. Three lights per pole brightened South Main. The era of electric cluster lights had begun. Later there would be five globes to a pole.

On festive occasions decorative street lights, as well as lamp posts, helped brighten Main. *"Street Brilliant with Light"* reported the *Weekly News* about the events of Tuesday night June 15, 1909. Thousands of lights decorated Main and created an awe-inspiring effect: *"With the ropes of colored light strung across the street, three rows to a block, the appearance from any point is that of a roof of incandescence over the street. In addition to this are the standards with the five lights on each. The whole combined to make Main Street as bright as day."*

Gas Street Lights of 1910



Single Globe Light



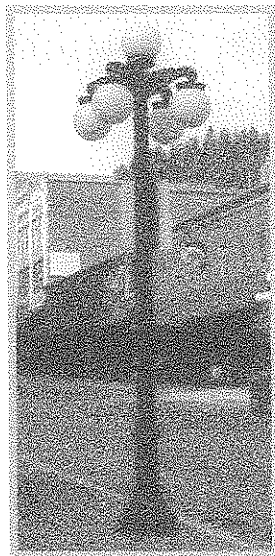
Single Globe Street Light



5 Globe Cluster Light



Restoration of Cluster Lights in Historic Deadwood

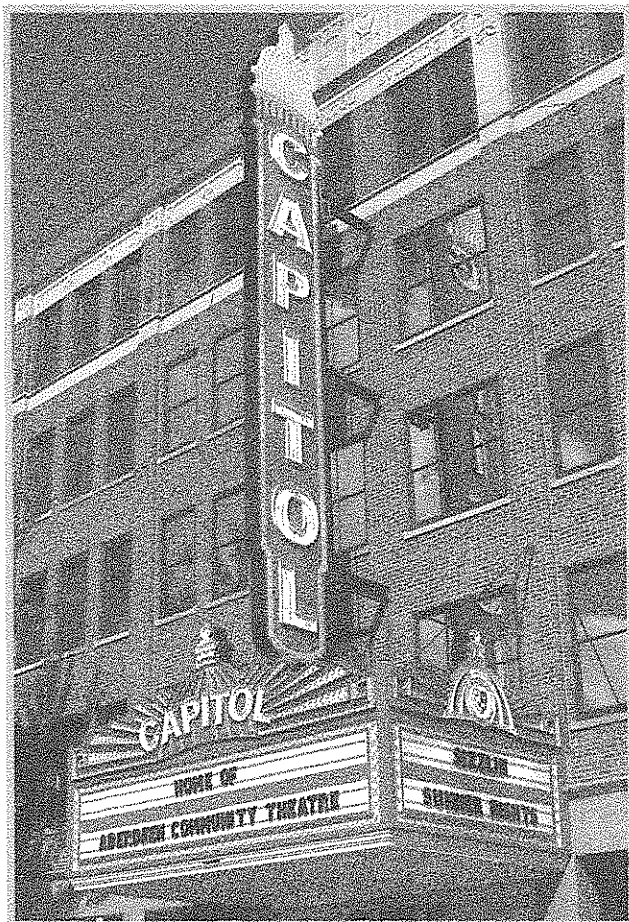


After several years, dissatisfaction with light and power service intensified. In November 1910 Aberdeen boasted of its new streetcar service powered by Aberdeen Light and Power juice; however, the new service seemed to have affected the dependability of electricity distribution. *"Street Railway is Tied Up"* blared a page four headline of the *Daily News* on October 19, 1911. Investigator Frank Fowle reported that *"evening service is better than the day service, probably due to the practice of carrying the commercial load and the railway load on the same generator during the day time, but on separate generators after 6 p.m."*

Criticized for unsteady power and occasional complete interruptions, the power people encountered wrathful businessmen and citizens. The *Daily News* blamed the power company when it described street car problems, *"the street cars have been left stranded upon numerous occasions for hours at a time, often time the breakdown occurring during the rush hours when the demand for good service was greatest."* Three *Daily News* presses had been demobilized and much news had to be omitted from that day's edition.

In 1912-13 the Aberdeen Light and Power Company constructed a new plant which N.W. Power Service purchased in December 1923. The Princess Theater, formerly called the Cosy (November 14, 1910-October 1912) opened in November 1912 with a new façade, which included a steel canopy ten feet wide and twenty-four feet long over the front sidewalk. Four sixty-watt tungsten arc lights atop the marquee and thirteen smaller electric lights beneath lighted up the theater front and the area around 12 South Main. In the future, theater marquees made an important contribution to the electrification of Main Street.

Restored Capitol Marquee



By 1926 the era of cluster street lights appeared to be coming to a close. Mayor Hall indicated to Lincoln Street property owners who were petitioning for street lights between Fourth and Seventh Avenues, that the city would take the occasion to replace cluster street lights on Main with single columns mounting a single globe. As an economy move, this action would result in *"half as much light"* generated *"with half the current as is supplied by the cluster of five globes on the elaborate fixtures which are now in use."*

In the mid and late 1920's the press took note of Aberdeen's Main Street as a *"Growing White Way."* In 1926 many new fronts appeared on Main Street businesses. One of these was a favorite gathering place for snacking and socializing. On Tuesday, December 28, 1926, the Jameson Sign Company and the Aberdeen Electric Company placed an electric sign directly over the sidewalk of this establishment. That night the sign's two hundred lights brightened Main as its electric letters spelled out *"Combs Chocolate Shop."*

Lighting up the 400 block of South Main was the new Capitol Theater's *"immense electric sign"* which theater entrepreneur Harry Walker boasted could be seen from the end of Main Street. In January 1927 the Capitol's lights blazed at 415 South Main. Its mammoth canopy covered the entire length of a 20-foot entrance to the lobby and extended out to the curb. Then on July 29, 1929 the new two-story Lyric Theater's electric sign announced its opening after a fire had closed the old Lyric at that location the previous January. By July 1930 the Capitol Theater, now under new management, featured a new marquee, patterned after the New York City Paramount. That marquee was nine feet high, thirty-one feet long, and so brilliant was the illumination provided by its 1,734 electric lamps that Main Street seemed to be turned into Broadway. Between 1990 and 2002 that marquee darkened. However, with the restoration of the theater for live performances by the Aberdeen Community Theater, its lights once again brighten the 400 block of Main during performance nights.

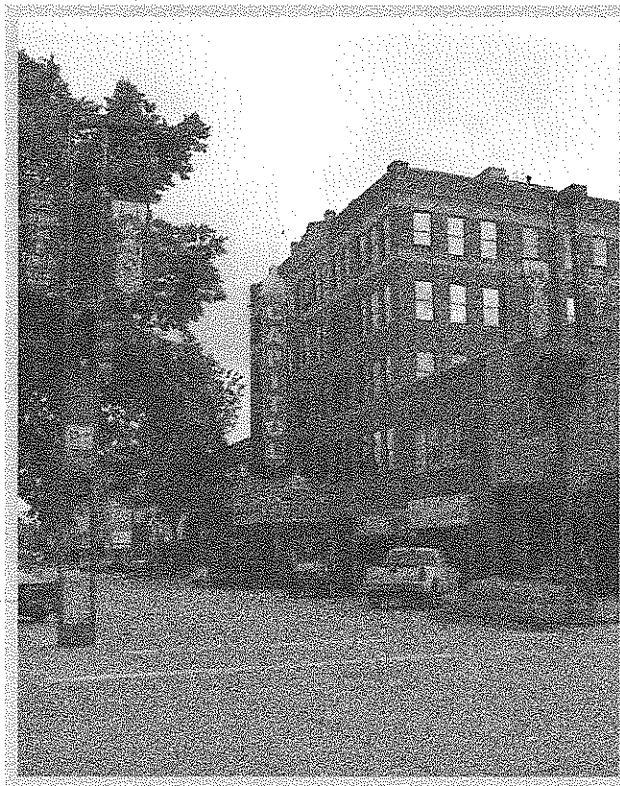
In 1940 the WPA historian who wrote of Aberdeen as a Middle Border City described Saturday Night and noted that Aberdeen had entered the age of neon lights: "As night falls the neon signs glow red and blue and green, and the street lights and show windows fight back the darkness with gratifying success, so far as the Main Street crowd is concerned. Yes, "downtown Main" gaily lighted, except for the deserted old post office building...a missing tooth in the brilliant night-smile of the street. After midnight the taverns go dark and there remain only alternate street lights and shafts from a few all-night restaurants to guide late prowlers."

Neon, easy on the eye and multi-colored, had come to the Main to give status to the businesses which they advertised, to increase advertising potential of those businesses and, along with the incandescent bulbs in signs and street lamps, to brighten the Main and strengthen its role as the Broadway of Aberdeen, the Great White Way.

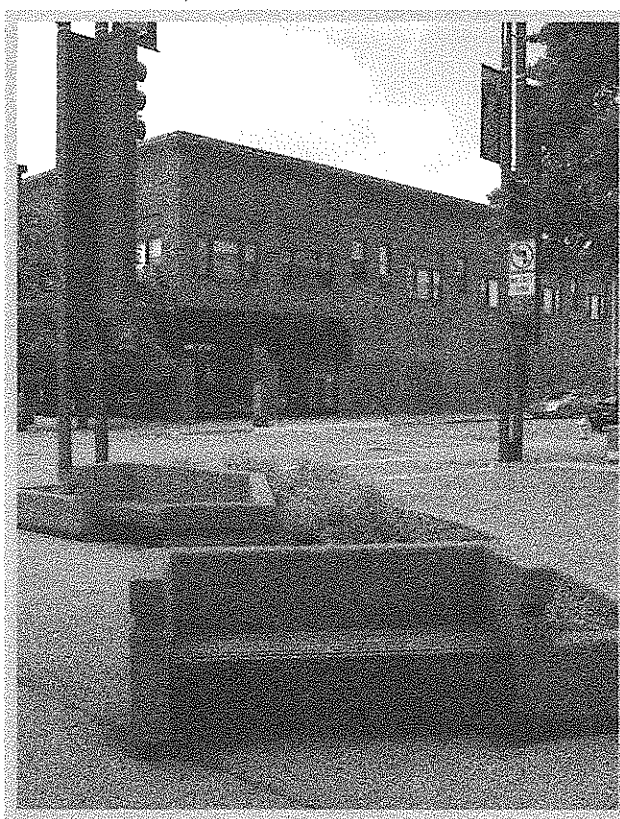
In summer 1961 Northwest Public Service installed on South Main between Railroad Avenue and Sixth Avenue six ornamental lights of 400 watts each in each block, doubling the light previously produced. Today, each block has several light poles on each side of the street. At each intersection of Main Street and the avenues four tall double column posts support encased lights as well as hold traffic lights. Counting two at the Sixth Avenue and Main Street intersection and at Railroad Avenue and First Avenue, these six intersections host 20 light posts and their lamps. Intersection light poles have the capability of displaying banners and flags to provide downtown with a festive appearance to celebrate special events.

At mid-block crosswalks in the six block area are lights atop shorter poles – two per block on each side of Main Street, totaling 10 lights. The one exception is in block one by the new Wells Fargo Building where such a short based light is absent while across the street one exists at the junction of the Dacotah Prairie Museum and its parking lot. At locations other than crosswalks and intersections, there are occasional short lighted columns. Atop these columns street lights are encased in what appears to be metal or plastic enclosures. Open at the bottom these encased lights direct light downward. Main Street lights differ from the tall aluminum poles with bird like necks which light neighboring South Lincoln and First Streets.

Intersection Lights, 2007



Pedestrian Benches, 2007



Thus, Main Street and its adjacent avenues may well be described as changing yet changeless. Main Street still maintains its architectural personality, its homogeneous concentration of commercial buildings although several parking lots have replaced demolished buildings and broken somewhat that image of commercial cohesiveness. Façade changes have altered exterior appearances of some structures. The glass block substitution in 1968 of original windows in the upper levels of the Olwin Angel or Main building in 1968 and the concealment of the neoclassical columns of the former Aberdeen National Bank (1912-65) at 220-222 South Main are illustrative of such changes.

Parking in downtown Aberdeen has been a continual concern over the decades. Concerns have intensified recently as pressure mounts to find parking for workers and shoppers. Hopefully, the Downtown Commercial Historic District of Main Street will remain intact with its varied architectural designs dating from the late 1880's through the 1930's as well as its more recent additions. In the search for parking lots, community leaders should be careful not to demolish anchor buildings dating from the 19th century into the 1930's. They provide an architectural and historic heritage which links the people of city and county in a common trade territory and provides tourists with a sense that Main Street America has survived and thrives in an era of suburban sprawl and Mall Mania.

The Landmarks Commission urges those who reside in historic districts and even those elsewhere in the community and county to become faithful stewards of their property and consider proper maintenance to make buildings functional in the 21st century. May these design guidelines assist in achieving those objectives!



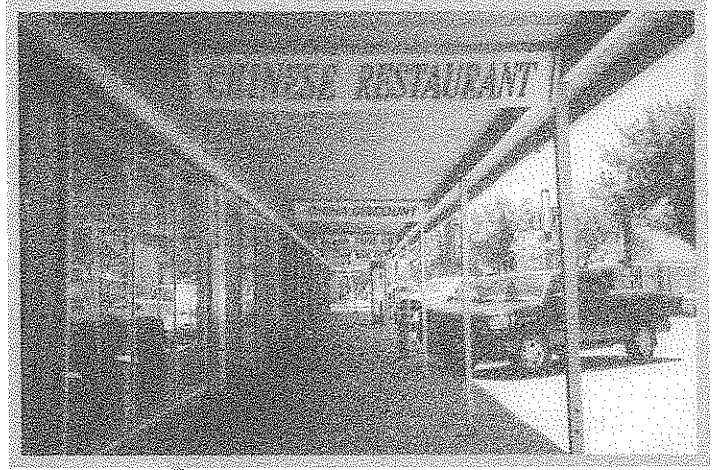
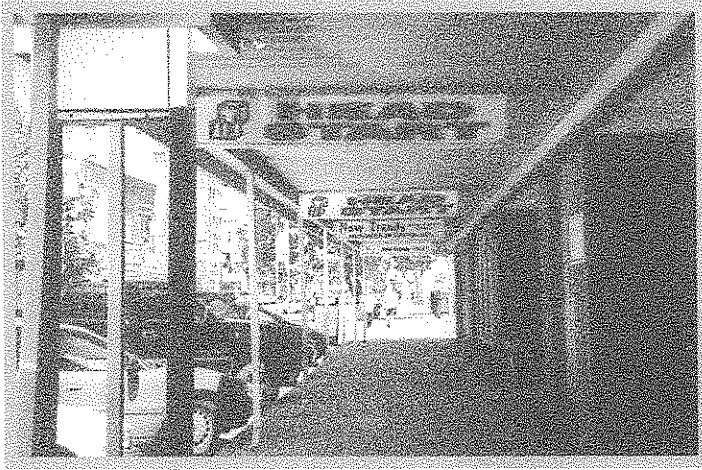
PART VI: REHABILITATION EFFORTS AND GUIDELINES

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

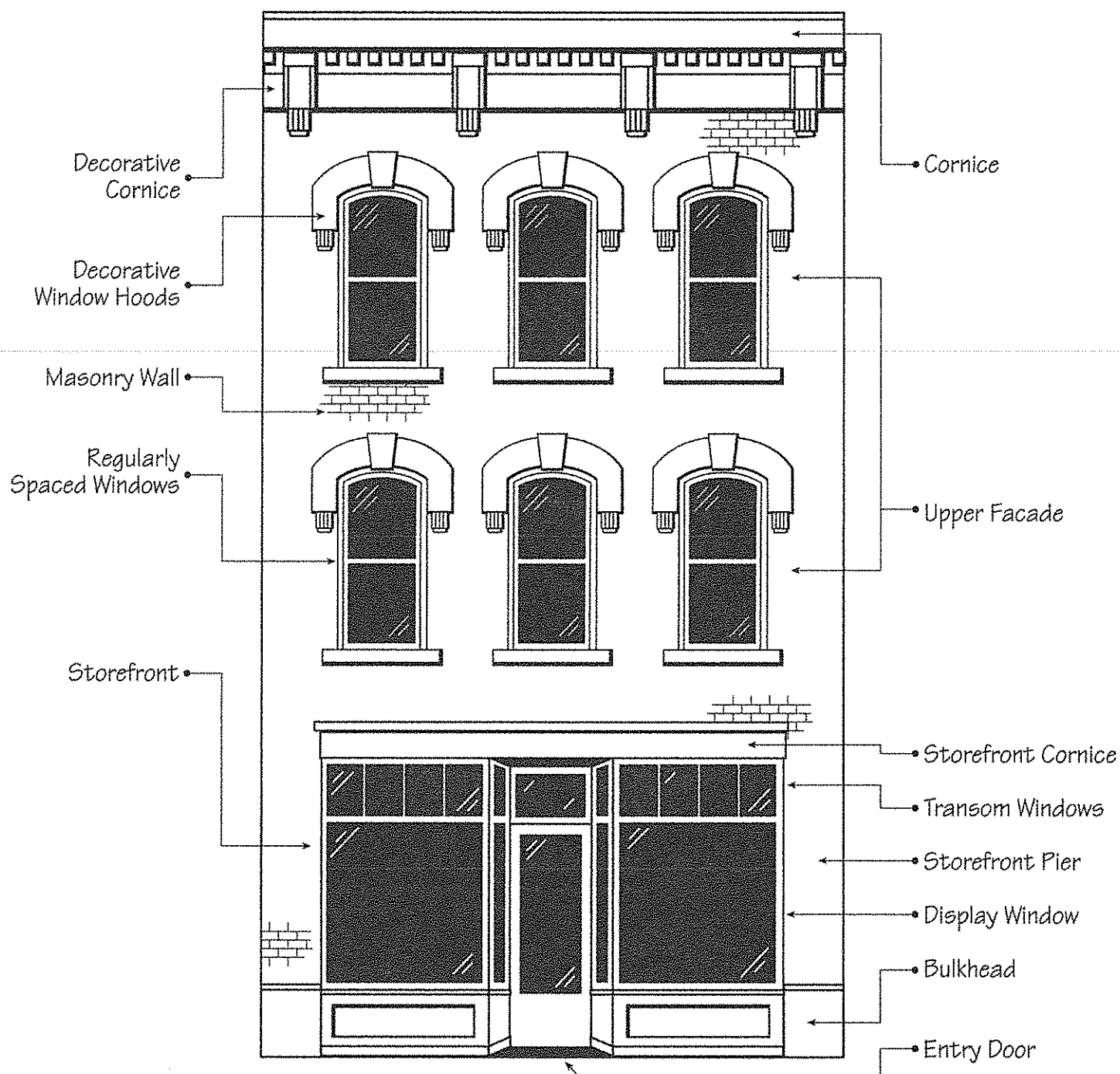
1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

SIGNAGE ON MAIN STREET: THE 300 BLOCK



FACADE TERMS & MEANINGS:

A PICTORIAL AND GLOSSARY



Balcony – a balustraded or railed elevated platform projecting from the wall of a building.

Baluster – any of a number of closely spaced supports for a railing.

Balustrade – A rail and the row of balusters or posts that support it, as along the front of a gallery.

Capital – the structural and usually decorative cap of a column; also see Ionic.

Corbel – a projecting stone or brick used as a support; a bracket; also see corbelling.

Corbelling – 1) the use of corbels in a series; 2) a system of masonry in which each brick or stone course projects beyond the one beneath it.

Cornice – 1) any molded projection which crowns or finished the part to which it is attached; 2) the exterior trim of a structure at the meeting of the roof and wall.

Corinthian – the most slender and ornate of the Greek architectural orders; characterized by a bell-shaped capital with volutes and two rows of acanthus leaves with an elaborate cornice.

Creosote – a dark oily liquid obtained by distillation of coal tar; used as a preservative for wood.

Dentils – literally, teeth; small, square-edged solid blocks which are separated by vacant spaces; often used as a decorative element on cornices, parapets and moldings.

Doric – the simplest of the Greek design orders; Doric capitals have no volutes.

Façade – the exterior face of a building, its architectural front.

Ionic – a Greek design order characterized by the spiral volutes of the capitals.

Mansard Roof – A four-sided roof having a double slope on all sides, with the lower slope much steeper than the upper.

Palladian – derived from the Italian Renaissance designs of Andrea Palladio (1508-1580); often refers to a window design comprised of a larger central arched sash, flanked by smaller non-arched side-lights.

Parapet – 1) a low wall or railing, used to keep people from falling from a roof or terrace; 2) in an exterior wall, the part entirely above the roof.

Pediment – in classical architecture, the triangular gable end of the roof above the horizontal cornice. A broken or interrupted pediment is one that has been split at the center; the gap may be filled with an ornament.

Pillar – a slender, freestanding, vertical support; a column.

Plate Glass – a soda-lime-silica glass formed by rolling the hot glass into a plate that is subsequently ground and polished, used in large windows, mirrors, etc.

Neo-Classic – the trend or movement prevailing in the architecture of Europe, America, and various European colonies at various periods during the late 18th and early 19th centuries, characterized by the introduction and widespread use of Greek orders and decorative motifs, the subordination of detail to simple, strongly geometric overall compositions, the presence of light colors or shades, frequent shallowness of relief in ornamental treatment of façades, and the absence of textural effects.

Setback – a recession of the upper part of a building from the building line, as to lighten the structure or to permit a desired amount of light and air to reach ground level at the foot of the building.

Stucco – an exterior finish for masonry or frame walls, usually composed of cement, sand, and hydrated lime mixed with water and laid on wet.

Terra Cotta – a hard, fired clay, brownish-red in color when unglazed, that is used for architectural ornaments and facings, structural units, pottery, and as a material for sculpture.

Transom – a crossbar of wood or stone, dividing a window horizontally.

Volute – the dominant spiraling scroll ornament on the capital of a column; also used on consoles.

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Numerous sources were helpful in researching this profile. It has been a century since the Aberdeen Commercial club and the J.F. Kelly Press prepared the illustrated booklet *A Souvenir of Aberdeen: the Railroad Hub of the Dakotas*. In 2007, this booklet has been useful for some photos used here. The microfilm newspapers at the Alexander Mitchell Library were helpful in writing both narrative and rescuing photos found in the following newspapers: *The Dakota Pioneer*, *Aberdeen Weekly News*, the *Aberdeen Daily American*, the *Evening News* and the *Daily News* as well as the more recent *American News*. Also helpful was the *Pasque*, Northern State's yearbook for 1931 for a student essay contained therein.

The cover map in the city of Aberdeen's annual report to the people for 1975 provided a birds eye view of downtown. The Polk City Directories were helpful as sources of street addresses for varied businesses as were the advertisement sections of those publications. This source enables the researched to determine the length of stay at one location and approximately when moves to new locations occurred or when businesses ceased to exist. The Brown County assessor's records provide photos of buildings as well as dates of construction & renovations, legal location identities and foot-age data. *Light across the Prairie, A History of North Western Public Service Company* (1989) by Bill Beck provided useful photos and data.

The files of McQuillen Design Associates were helpful as well as their scanning of photos for the booklet and arranging format for printing. Their resurvey of the Commercial Historic District contained a pictorial profile of buildings block by block which was used here to give a more visual look at the irregularity of roof lines in downtown Aberdeen. Dr. Art Buntin provided many of the current photos as well as the narrative for this publication.

This project received federal financial assistance from the National Park Service. Under title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 the U.S. Department of Interior prohibits discrimination on the basis of race, color, national origin, age, sex or handicap in its federally assisted program. If you believe you have been discriminated against in any program, activity or facility as described above, or if you desire more information please write to the office for Equal Opportunity, U.S. Department of the Interior.

