

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

State Inventory No. 50-01632

New Supplemental

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

Relationship: Contributing Noncontributing

Contributes to a potential district with yet unknown boundaries

National Register Status:(any that apply) Listed De-listed NHL DOE

9-Digit SHPO Review & Compliance (R&C) Number _____

Non-Extant (enter year) ____

1. Name of Property

historic name Switzer's Furniture

other names/site number Town Square Mall

2. Location

street & number 203-205 1st Ave. W.

city or town Newton

vicinity, county Jasper

Legal Description: (If Rural) Township Name _____ Township No. _____ Range No. _____ Section _____ Quarter of Quarter _____

(If Urban) Subdivision Original Town Block(s) 19 Lot(s) Part of 1

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

4. National Park Service Certification [Skip this Section]

5. Classification

Category of Property (Check only one box)

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

Number of Resources within Property

If Non-Eligible Property		If Eligible Property, enter number of:	
Enter number of:		Contributing	Noncontributing
—	buildings	<u>1</u>	—
—	sites	—	—
—	structures	—	—
—	objects	—	—
—	Total	<u>1</u>	—

Name of related project report or multiple property study (Enter "N/A" if the property is not part of a multiple property examination).

Title Downtown Newton, Iowa

Historical Architectural Data Base Number 50-010

6. Function or Use

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

02E09 COMMERCE/TRADE/furniture

02E COMMERCE/TRADE/specialty

02E COMMERCE/TRADE/specialty

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

08 MODERN MOVEMENT

foundation _____

walls (visible material) 15G SYNTHETICS/Stone

roof _____

other _____

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

8. Statement of Significance

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

- Yes No More Research Recommended
- Yes No More Research Recommended
- Yes No More Research Recommended
- Yes No More Research Recommended

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

County Jasper
City Newton

Address 203-205 1st Ave. W.

Site Number 50-01632
District Number 50-01703

Criteria Considerations

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

Areas of Significance (Enter categories from instructions)

05 COMMERCE

Significant Dates

Construction date
1954 check if circa or estimated date
Other dates, including renovation

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect

Builder

Narrative Statement of Significance (SEE CONTINUATION SHEETS, WHICH MUST BE COMPLETED)

9. Major Bibliographical References

Bibliography See continuation sheet for citations of the books, articles, and other sources used in preparing this form

10. Geographic Data

UTM References (OPTIONAL)

Zone	Easting	Northing	Zone	Easting	Northing
1	—	—	2	—	—
3	—	—	4	—	—

See continuation sheet for additional UTM references or comments

11. Form Prepared By

name/title Kathy Jones, Commissioner/Alexa McDowell, Architectural Historian

organization Newton Historic Preservation Commission

street & number 101 W. 4th St. S.

city or town Newton

state Iowa

date 06/01/2012
telephone 641-792-2787
zip code 50208

ADDITIONAL DOCUMENTATION (Submit the following items with the completed form)

FOR ALL PROPERTIES

- Map:** showing the property's location in a town/city or township.
- Site plan:** showing position of buildings and structures on the site in relation to public road(s).
- Photographs:** representative black and white photos. If the photos are taken as part of a survey for which the Society is to be curator of the negatives or color slides, a photo/catalog sheet needs to be included with the negatives/slides and the following needs to be provided below on this particular inventory site:

Roll/slide sheet #	___	Frame/slot #	___	Date Taken	___
Roll/slide sheet #	___	Frame/slot #	___	Date Taken	___
Roll/slide sheet #	___	Frame/slot #	___	Date Taken	___

See continuation sheet or attached *photo & slide catalog sheet* for list of photo roll or slide entries.

Photos/illustrations without negatives are also in this site inventory file.

FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL

- Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or noncontributing status)

2. Barn:

- A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
- A photograph of the loft showing the frame configuration along one side.
- A sketch floor plan of the interior space arrangements along with the barn's exterior dimensions in feet.

State Historic Preservation Office (SHPO) Use Only Below This Line

Concur with above survey opinion on National Register eligibility: Yes No More Research Recommended

This is a locally designated property or part of a locally designated district.

Comments: _____

Evaluated by (name/title): _____

Date: _____

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Switzer's Furniture	Jasper
Name of Property	County
203-205 1st Ave. W.	Newton
Address	City

7. Description

Site Description

The Switzer Furniture building is sited on a tight parcel of land on the south side of 1st Ave. W., southwest of the city square, in the historic downtown of Newton, Iowa in Jasper County with its façade facing north. The building is adjoined on the east by a one-story commercial building dating to 1961 and on the west by a one-story building dating to a similar construction period but with a contemporary façade. On-street parking is located on the north side of the building and a public sidewalk provides access to the building's entrance on the north.

Property Description

The Switzer Furniture building is a two-story, double-wide commercial property stretching 132 feet south from its 42-foot frontage on 1st Avenue. The building is faced in synthetic stone (e.g. Permastone) and features a storefront with a central entrance flanked by large display windows. The upper story has four evenly spaced windows, each without adornment save a simple masonry sill. The window openings have been fitted with vinyl double-hungs (replacing what were likely metal-framed windows). Typical of commercial buildings, the roof is flat.

The Switzer Furniture building façade reflects the period of its construction in its use of Permastone, metal-framed storefront, and a generally clean, unadorned character.

A non-historic, fixed metal awning currently spans the width of the storefront.

Integrity Considerations

The Switzer Furniture building retains a good level of historic integrity related to design, workmanship, and materials. The retention of the form (complete with the flat roof), Permastone facing, open expanse of storefront display glass set in metal framing, and simple form of the second story window openings are particularly important as these elements tie it to its mid-twentieth century construction period.

The retention of original site within the Newton commercial area and in close proximity to the County Courthouse square results in a high level of integrity as it relates to location, association and setting.

8. Statement of Significance

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

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Switzer's Furniture	Jasper
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203-205 1st Ave. W.	Newton
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8. Statement of Significance, cont'd.

Historical Background

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

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

During the decade of 1920 to 1930, Newton's population nearly doubled. The period is marked by the Maytag Company's ascension to the nation's leading manufacturer of washing machines. The economic prosperity brought by the company's success is reflected in the Newton Downtown Historic District with the construction of some of its most important buildings including the First Newton National Bank (1920) and the Maytag Hotel (1926). Both buildings lend a sense of importance to the downtown district. It was during this period that buildings, such as the Sinclair Oil Station, began to appear in earnest at the edges of the city's commercial district.

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

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

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8. Statement of Significance, cont'd.

Property History

In January of 1954, a fire took place in the 200 block of 1st Ave West that destroyed or severely damaged most of the buildings located along that block, including the Switzer Furniture Store. Mr. Switzer purchased the adjoining property to the west and erected a new building, doubling the size of his original store. The business reopened on the same site by November of that same year, with a street address of 203 1st Avenue West..

When Switzer Furniture reopened, *Newton Daily News*, November 10, 1954 article indicated the new store was in a 2-story building with a Russ-stone [sic?] front. The main floor is 42 feet by 132 feet with 42 feet by 65 feet showroom and the rest is storage. The second floor is an apartment.

Switzer Furniture remained in business at this location until 1984. Circa 1987, city directories begin listing both 203 and 205. So one may surmise the building was divided into two separate business areas at that time.

At 203 1st Avenue West, Randy Hayward opened Waterbed by Mother Ocean in the late-1980s. During the 1990s Family Time Rental, Family Time Rent to Own, Family Time Home Furnishing occupied a portion of this bay. Around 2004 Newbury Management Company moved into this building also and now is the current occupant.

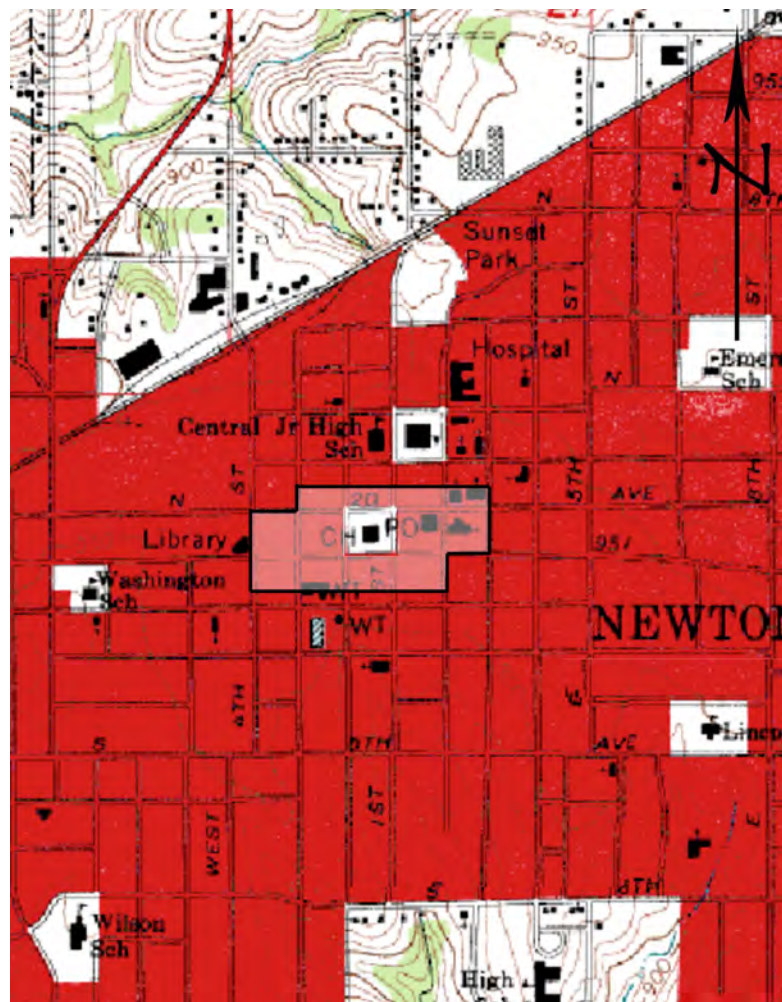
In the late 1980s, Linda Sandeen opened Town Square Travel at 205 1st Avenue West in 1987. Later in the 1990s, Town Square Travel lists Fred Capers in charge. This portion of the building was further subdivided into suites with city directories in 2000s listing 2-4 different business at this address; i.e., Town Square Travel, Pet Kingdom, Klip Artist, Lord & Dominion Investment, and Shear Design. Currently this bay of the building is occupied by the Big Brothers Big Sisters organization and Shear Design.

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11. Additional Documentation – Maps

USGS 7.5 MINUTE TOPOGRAPHIC MAP – NEWTON QUAD (1965)



(MAP SOURCE: www.trails.com)

The location of the Newton Downtown Historic District, within which the resource is sited, is indicated.

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11. Additional Documentation – Maps

ASSESSORS PARCEL MAP - 2011



(MAP SOURCE: <http://www.beacon.schneidercorp.com>. Accessed September 2011)

The location of the resource is indicated.

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Switzer's Furniture	Jasper
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11. Additional Documentation, cont'd.

PHOTOGRAPHS



View of the resource, looking south across 1st Ave. W.

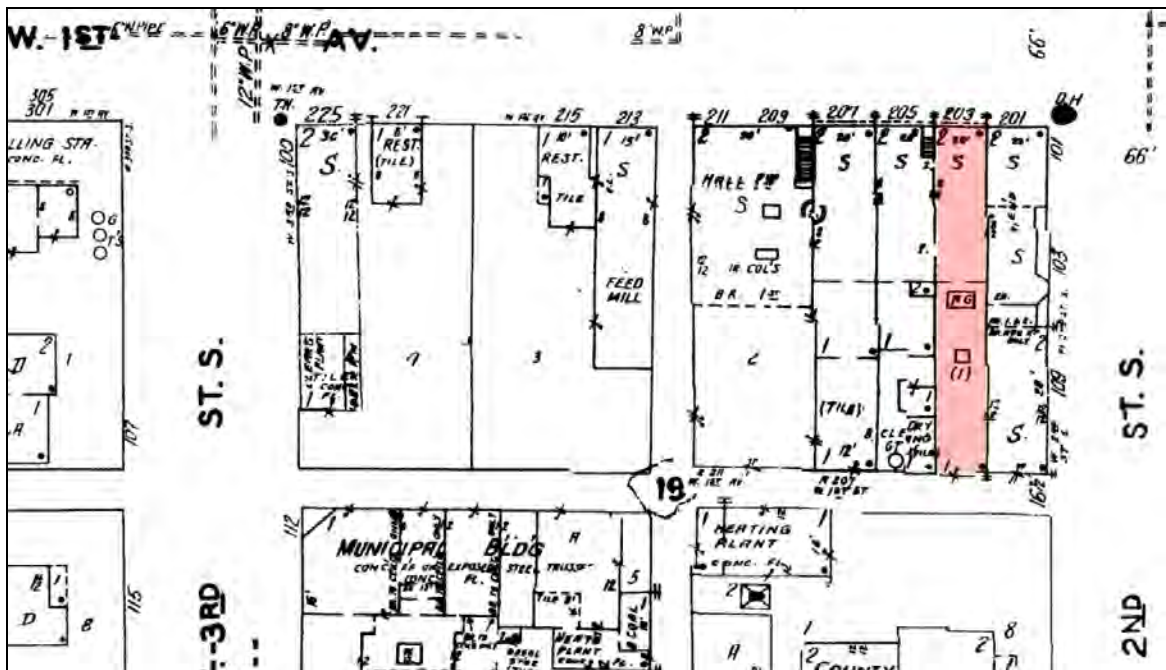
(Images by Susan Smith for the Newton Historic Preservation Commission, January 2012.)

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11. Additional Documentation, cont'd.

SANBORN FIRE INSURANCE MAP – 1949 Revision of the 1927 Map



(SOURCE: <http://www.cbpl.lib.ia.us/>.)

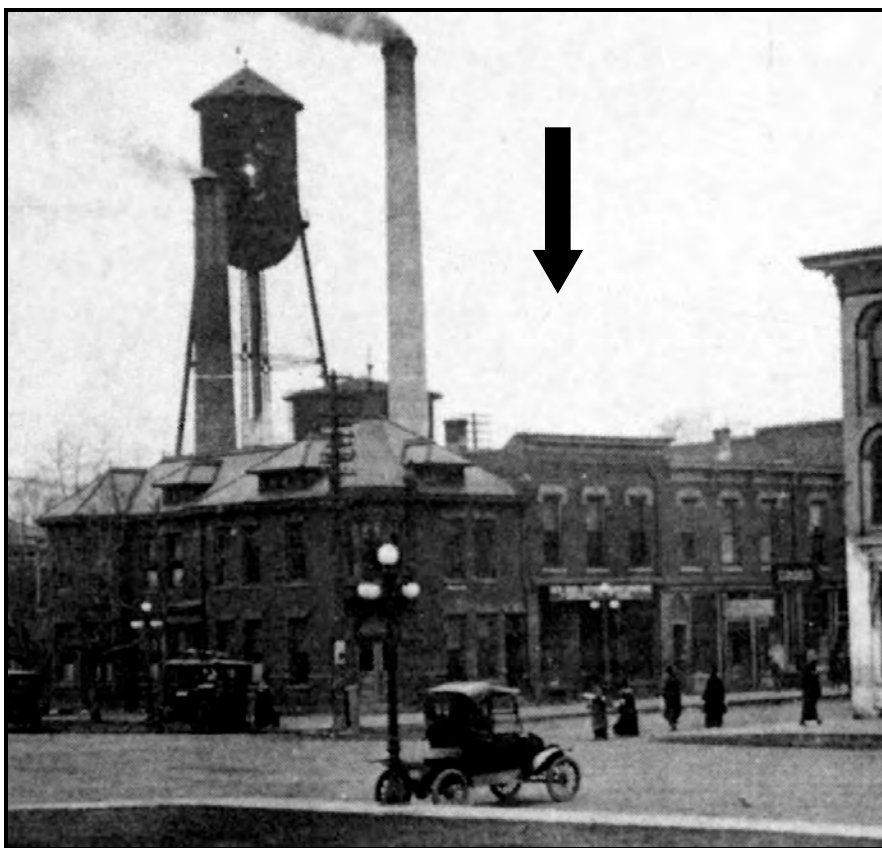
Shading indicates the site upon which Switzer Furniture was located prior to the January of 1954 fire that destroyed it. Within 10 months after the blaze, Switzer had constructed the present building, the footprint of that building stretching westward to include the 205 site.

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11. Additional Documentation, cont'd.

HISTORIC IMAGE – Pre 1927



(SOURCE: Jasper County Historical Society)

View of the 200 block on the south side of 1st Ave. W. prior to the 1954 fire that destroyed the streetscape. The location of the first Switzer Furniture is indicated. The present building utilized the original lot plus the lot to its west (203 and 205).

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11. Additional Documentation, cont'd.

HISTORIC IMAGE – 1954



(SOURCE: *Newton Daily News*, 01/05/1961)

This mid-1950s image documents the south side of 1st Avenue W. looking southeast toward W. 2nd Street in the months after the buildings lost to the January 1954 fire were rebuilt. The fire spread from the west end of the block through to Switzer Furniture, which was then located at 203. The new Switzer Furniture (indicated) was constructed on the site of the original, but expanded west into the lot at 205.

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11. Additional Documentation, cont'd.

HISTORIC IMAGE – 1961



(SOURCE: *Newton Daily News*, 01/05/1961)

This image from January of 1961 shows the demolition of the ca.1895 Pangborn Building. Note the Switzer Furniture building at 203-205 is in view at right and appears much as it does today.

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9. Reference Resources

Assessor's Record. <http://www.beacon.schneidercorp.com>.

Jasper County Genealogical Society.

Newton Public Library.

Sanborn Fire Insurance Maps. <http://www.cbpl.lib.ia.us>.

State Historic Preservation Office of Iowa.

Resource database. Berry Bennett, Resource Coordinator.