

to ACAS 5 Dec 79

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

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**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC

Grand Auditorium and Hotel Block

AND/OR COMMON

**2 LOCATION**

STREET & NUMBER

Broad Street

NOT FOR PUBLICATION

CITY, TOWN

Story City

CONGRESSIONAL DISTRICT

VICINITY OF

5

STATE

Iowa

CODE

COUNTY

Story County

CODE

**3 CLASSIFICATION**

**CATEGORY**

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

**OWNERSHIP**

- PUBLIC
- PRIVATE
- BOTH

**PUBLIC ACQUISITION**

- IN PROCESS
- BEING CONSIDERED

**STATUS**

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS

**ACCESSIBLE**

- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

**PRESENT USE**

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

**4 OWNER OF PROPERTY**

NAME

See Continuation Sheet.

STREET & NUMBER

CITY, TOWN

VICINITY OF

Iowa

STATE

**5 LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Story County Courthouse

STREET & NUMBER

CITY, TOWN

Nevada

STATE  
Iowa

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE

DATE

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

CITY, TOWN

STATE

# 7 DESCRIPTION

## CONDITION

EXCELLENT  
 GOOD  
 FAIR

DETERIORATED  
 RUINS  
 UNEXPOSED

## CHECK ONE

UNALTERED  
 ALTERED

## CHECK ONE

ORIGINAL SITE  
 MOVED DATE \_\_\_\_\_

### DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The subject of this nomination is a block of four adjoining commercial buildings erected by the Grand Hotel and Auditorium Company in 1913. They occupy a 166' frontage, with corner location in Story City's central business district. All four buildings are two stories high, with exterior walls of red brick ornamented with buff brick and concrete detail. They decrease slightly in scale from east to west -- a function of differing treatment of cornices and parapets, rather than of any real variation in floor heights. The facades of the first three (a theater and two storefronts) share the same wall plane, which is advanced slightly beyond that of the fourth (hotel) block.

Although the principle facade of each building is clearly distinguishable from the others, the four share many common elements, with variety arising largely from treatment of detail, particularly above the ground floor. Building #4 (28' wide) features a rather traditional storefront treatment, with entrance recessed between large plate glass windows. The theater (#3) (50' wide) has two pairs of modern glass and metal doors beneath a marquee (1936). This feature is flanked by large plate glass windows, each with a multilight transom, followed by a shop entrance, on either side. The marquee obscures an original feature of the theater: the entrance was originally recessed within a frame of heavy brick cornice and flat pilasters. Building #2 (24' wide) features two large plate glass windows (each with transom panel) to the right of the two rather wide entrances, one of which leads directly to the upper floor. The hotel, on the corner lot, presents an 8-bay facade on Broad Street, with the entrance at the 5th bay from the left. The first floor windows, topped with simple transoms, are slightly recessed in frames formed by a continuous concrete sill, short brick pilasters, and a concrete cornice at the level of the capitals of the pilasters.

The second story windows of the four buildings are all rectilinear d.h.s. and all the same size, although those of building #4 are topped with transoms. On buildings 1, 2, and 4 they are evenly spaced, while on building #3 (the theater) a group of four in the center is flanked on either side by a pair, and the arrangement accentuated by a meandering string-course of buff brick. The strong horizontal line of the second story is emphasized by the continuous sill below the windows, which forms a narrow unbroken band across the entire 166' frontage. Each building is topped with a concrete-and-buff brick cornice (the cornices of buildings 1 & 2 are connected), above which rises a parapet with concrete coping.

The facades of these blocks have been little changed, with alterations limited to the replacement of vertical lights in the upper sash of first floor hotel windows, and the addition of the metal marquee over the modern doors of the theater entrance.

(See Continuation Sheet)

# 8 SIGNIFICANCE

PERIOD		AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input checked="" type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION	
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE	
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE	
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER	
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES

1913

BUILDER/ARCHITECT

James S. Cox, Estherville IA

STATEMENT OF SIGNIFICANCE

The Grand Auditorium and Hotel Block is a most successful early 20th century project in the revitalization of a small-town commercial district. It is architecturally significant as a development which continued the scale and rhythm of the street in which it is located, while introducing a new note of broader unity. In the four units of this structure, a variety appropriate to the setting was achieved within a common architectural style and using common materials. None of the units is individually outstanding, although each is quite competently executed. Rather, the impact is a collective one, derived from the tremendously long frontage and the harmony with which the separate facades are blended in the total composition.

Construction of the block was perhaps the most notable achievement of Story City's Commercial Club, a group of local businessmen organized in 1908 to foster civic improvements. The years 1913-1914 saw the greatest activity, with construction of houses, banks, churches, stores and a creamery -- and the Grand Auditorium and Hotel Block.

The Grand Hotel and Auditorium Co. was organized in 1913, with 40 stockholders, 12 of whom were farmers from the rural area around Story City. Given the traditional rivalries between town and country (at work today also), the makeup of the stockholders was significant, and was prominently noted in the local paper: "This illustrates a fact which many people have been slow to realize -- the closer knitting together of the people of the town and country. The feeling of fellowship, the community of interests, is stronger today than ever before." (Story City Herald, 25 September, 1913).

Architect for the Block was James S. Cox of Estherville. Construction began in June, 1913, and was completed by December of that year. The units were rented well in advance of completion. The first commercial tenants were Heggen and Stenson's Grocery, Jondall and Henderson's Furniture (#4), Visergutten Publishing Co. (#2), which published a Norwegian newspaper in the community. Mr. and Mrs. A. S. Maxfield came from Charles City to run the hotel. The auditorium, or Grand Theater, was leased by Iver Egenes, who promised "a first-class moving picture theater ... and, at suitable intervals, put on a better class of theatricals" the first of which was the "melo-drama 'The Two Orphans'", opening to a capacity crowd on December 18, 1913.

(See Continuation Sheet).

**9 MAJOR BIBLIOGRAPHICAL REFERENCES** (See Continuation Sheet)

Olson, Paula. Story City Jubilee Book, 1951.

Story City Herald: September 25, November 6, December 4, December 11, December 18, December 25, 1913 (on completion and opening of the buidlings), April 10, April 17, June 5, 1913 (notes on construction).

Information on original tenants and subsequent theater managers, compiled by R.K. Peterson, Story City, from the Story City Herald and interviews with local informants.

**10 GEOGRAPHICAL DATA**ACREAGE OF NOMINATED PROPERTY Approx. 1QUADRANGLE NAME Story City, IowaQUADRANGLE SCALE 1:24,000

UTM REFERENCES

A 15 45,0 72,0 4,6 70 48,0B                  

ZONE EASTING NORTHING

ZONE EASTING NORTHING

C                  D                  E                  F                  G                  H                  

## VERBAL BOUNDARY DESCRIPTION

All of Lots 1,2,3,4,5, and 6, and the W 22' of Lot 7, Block 4, Original Town Plat of Story City, Iowa.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE CODE COUNTY CODE

STATE CODE COUNTY CODE

**11 FORM PREPARED BY**

NAME / TITLE

M. H. Bowers, Historian

ORGANIZATION

Division of Historic Preservation

DATE

September 1979

STREET &amp; NUMBER

26 East Market Street

TELEPHONE

319-353-6949

CITY OR TOWN

Iowa City

STATE

Iowa 52240**12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION**

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL   STATE   LOCAL   

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE



TITLE

Director, Division of Historic Preservation

DATE

December 3, 1979

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

KEEPER OF THE NATIONAL REGISTER

ATTEST:

DATE

CHIEF OF REGISTRATION

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

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**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

Grand Auditorium and Hotel Block, Story City, Iowa.

CONTINUATION SHEET      Owner of Property      ITEM NUMBER 4      PAGE 2

Owner of Buildings #1 and #2: City of Story City,  
Story City, Iowa. Legal Description: Lots 1,  
2 and 3 and the West 19' of Lot 4, Block 4,  
Original Town of Story City, Iowa.

Owner of Building #3: (Story Theatre and Wing's Barber Shop).  
Richard K. Peterson, 512 Broad Street, Story City, Iowa.  
Legal Description: East 6' of Lot 4, Lot 5 and the  
West 19½' of Lot 6, Block 4, Original Town of Story  
City, Iowa.

Owner of Building #4: (Wierson's Furniture Store Annex).  
Mr. and Mrs. Nikolai Stangeland, 724 Park Ave.,  
Story City, Iowa. Legal Description: East 5½'  
of Lot 6 and the West 22' of Lot 7, Block 4,  
Original Town of Story City, Iowa.

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**NATIONAL REGISTER OF HISTORIC PLACES  
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Grand Auditorium and Hotel Block, Story City, Iowa.

CONTINUATION SHEET Physical      ITEM NUMBER 7      PAGE 2  
Description

Present uses: Buildings #1 and 2 are owned by the city, and used for police station, city hall, and public library. The theater, now known as Story Theatre, is operated as a movie house. Building #4 is a furniture store annex.

CONTINUATION SHEET- References      ITEM NUMBER 9      PAGE 2

Memoirs of Story County, Iowa.      Chicago, 1890.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 2

CFN-259-1116

Please make the following changes to the text in the Grand Auditorium and Hotel Block (Broad Street, Story City, Story County, Iowa) National Register of Historic Places listing:

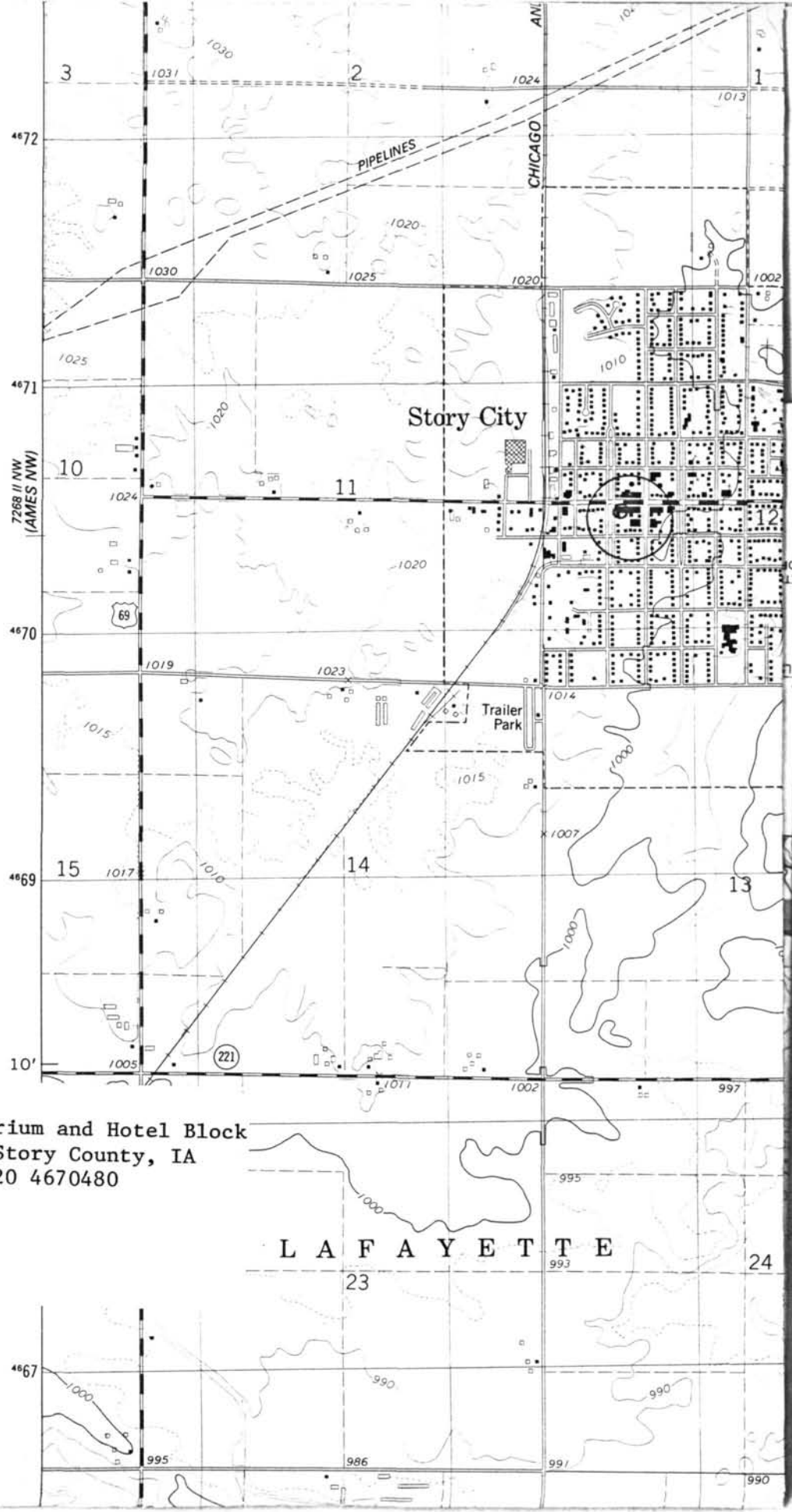
Section 7, Description:

Line 6, para. 1, replace "concrete" with "Mankato soft-stone."

Line 19, para. 2, replace "concrete" with "Mankato soft-stone."

Lines 9, 11, para. 3, replace "concrete" with "Mankato soft-stone."

15  
 450 720  
~~4650~~  
 4670 480



Grand Auditorium and Hotel Block  
 Story City, Story County, IA  
 UTM: 15/450720 4670480

A



#4

#3

#2

BLDG #1



PHOTO #1

Bldg # 4



Bldg # 3



Bldg # 2



Bldg # 1



PHOTO # 2

BLDG # 4



BLDG # 3



BLDG # 2



PHOTO # 3

BLDG # 3



PHOTO # 4