

*Note: This survey was submitted in January 2017 for SHPO feedback on recommendations, which is noted below.*

## General SHPO Comments on the Moberly Downtown East Historic Resources Survey

February 6, 2017

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Reviewers: Michelle Diedrich (primary); Allison Archambo, and Amber Cox

### Summation of SHPO Comments

The Moberly Downtown East Historic Resources Survey adds to the understanding of Moberly's commercial history, however, staff feels the study area is too small to justify the suggest changes to the previously listed National Register commercial district. A much larger study that addresses the commercial history, boundary, period and areas of significance is recommended. Staff does agree that 201 W Rollins St. (Municipal Auditorium) is individually eligible. See the points below for further comments.

### Specific comments

- Figure 16: visual assessment of integrity for properties that were not included in the survey: We don't have a means of commenting on this as these properties were not included in the survey.
- The actual survey products do not justify the recommendations. Most of the 19 forms were n/c. Based upon this sample; only 3 more contributing properties would be included in the boundary increase. This would be difficult to justify as a standalone boundary increase.
- The historic context portion is praise-worthy. It provides a lot of great foundational information and suggests changes to the National Register boundary *may* be warranted. However, we do not have enough information to offer an opinion on what those changes could or should be. The context on the commercial area after the 1920s is on the thin side. What is the justification for the end of the period of significance? Looking at an aerial map, it appears US 63 became a major commercial artery at some point. When did this happen? What effect did that have on the historic downtown area? Since only portions of the commercial area have been properly surveyed (the 2007 survey only included forms for those properties considered contributing), we strongly recommend a resurvey of a larger commercial area to see what the actual district boundary, criteria, and period of significance should be for the NR district.
- We agree that 201 W Rollins Street, the Municipal Auditorium would be individually eligible for the National Register.
- The report discusses the possibility of a boundary increase but it didn't talk much about the possibility of the Levee District being a standalone district. The top of page 25 of the report notes that the term "Levee District" was transitory in nature. We're assuming this means there's not a clear justification for a separate district. If this was not the intention please let us know.
- In sum, this is a good start but it's not enough for us to say a boundary increase is warranted at this stage.

# MOBERLY DOWNTOWN EAST HISTORIC RESOURCES SURVEY



PREPARED FOR:  
The City of Moberly, Missouri

PREPARED BY:  
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January, 2017

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# INTRODUCTION

The City of Moberly (City) contracted Rosin Preservation, LLC to conduct a historic resources survey of an area described as Moberly Downtown East in Moberly, Randolph County, Missouri (*Figures 01 and 02*). The Moberly Downtown East historic resources survey area, as determined by the City, consists of the 100 block of W. Reed Street. along with resources fronting N. Sturgeon and W. Rollins Streets. The *Survey Report: Moberly Randolph County, Architectural/Historical Survey (2007)* identified historic resources associated with Moberly's commercial development and recommended a historic district consisting of an irregular-shaped area encompassing much of the central business district, centered on the commercial resources fronting W. Reed Street. That survey report also identified four historic-age buildings in the current Moberly Downtown East historic resources survey area and recommended them National Register (NR)-eligible as a district associated with Moberly's "Levee District," which was a group of vice businesses near the historic railroad depot (*Figure 03*).

The Moberly Commercial Historic District was listed in the National Register of Historic Places in 2012, but excluded most of the current survey area (*Figure 04*). This survey analyzed historic resources in and around the Moberly Downtown East survey area to evaluate the potential for a separate historic district based on information provided in the *Survey Report: Moberly Randolph County, Architectural/Historical Survey (2007)* recommendations, along with additional research and documentation to determine if the resources possess historic significance as a district.

The survey process evaluated the resources within the survey area boundary to identify resources that may form a separate NR Historic District or a justifiable increase to the existing district, making them eligible for financial incentives for preservation, such as state and federal historic tax credits. In addition to the resources in the Moberly Downtown East survey area, this project included the evaluation of resources directly abutting the existing historic district to ensure the justifiability of the district boundaries.

To that end, the Moberly Downtown East District Historic Resources Survey encompassed two objectives:

- 1) to identify, record, photograph, and evaluate through intensive-level architectural/historic survey those individual properties and potential historic districts in the project area that, on the basis of age and integrity, meet the eligibility criteria for listing in the National Register of Historic Places, and to substantiate such assessments; and
- 2) to identify and characterize those portions of the project area which, on the basis of insufficient age or integrity, warrant no further study to exclude them from consideration for nomination in the National Register of Historic Places and to substantiate such assessments.

Historic Preservation Specialist Sophie Roark visited Moberly in December of 2016 to document and assess extant historic resources and to conduct research at local repositories. Ms. Roark completed the field survey, photography, and archival research December 21, 2016. During January, Ms. Roark entered data into a

Microsoft Access database. Finally, Ms. Roark analyzed the data, prepared a historic context, and developed preservation(?) recommendations to complete this report.

Figure 01. Moberly, Randolph County, Missouri. Source: Google Maps, 2016.



Figure 02. Downtown Moberly Source: Google Maps 2016.



Figure 03. Moberly Historic Resources Survey Report resource map showing boundaries of recommended historic districts, 2007. Source: *Survey Report: Moberly Randolph County, Architectural/ Historical Survey, 2007.*

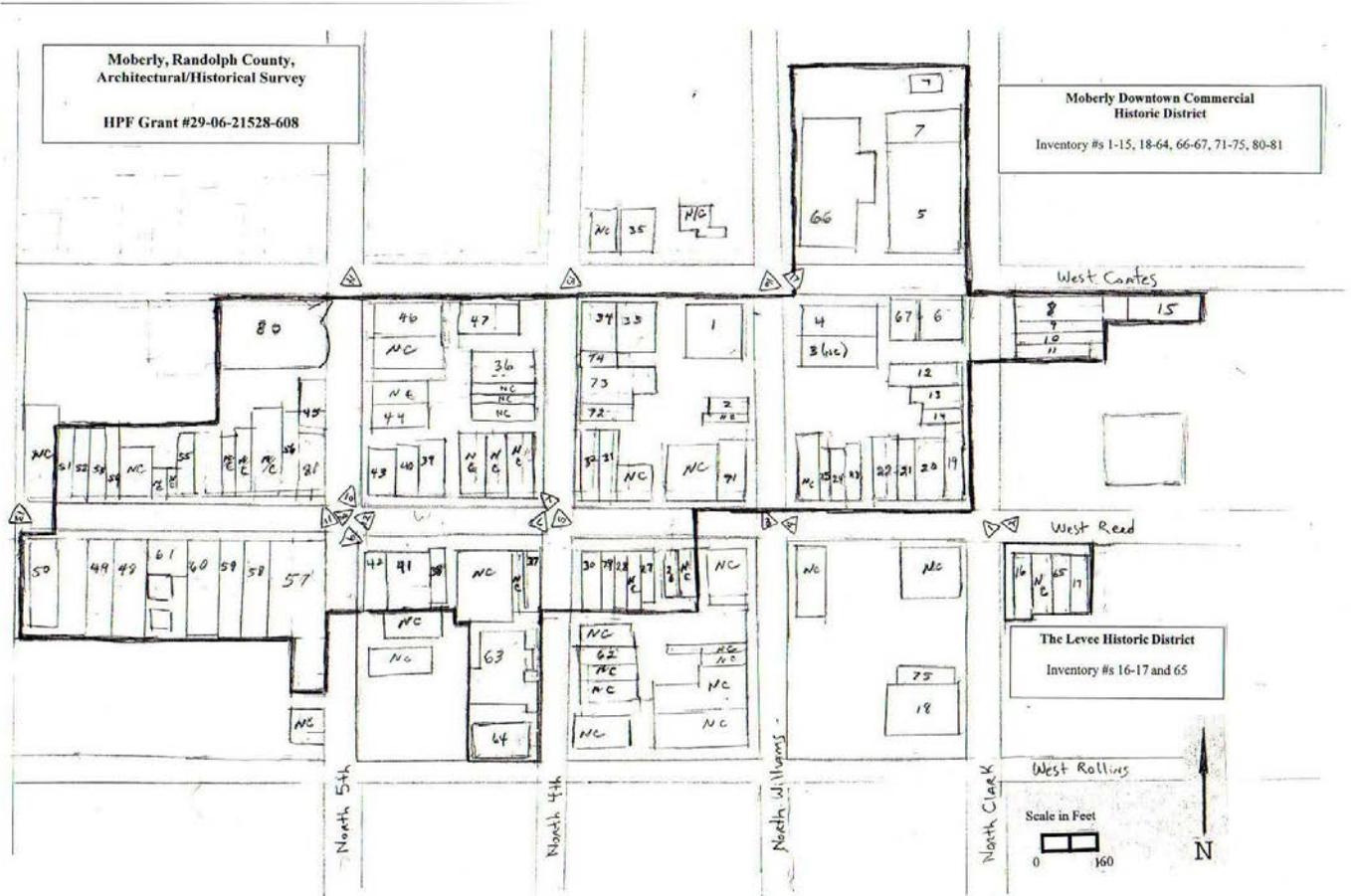
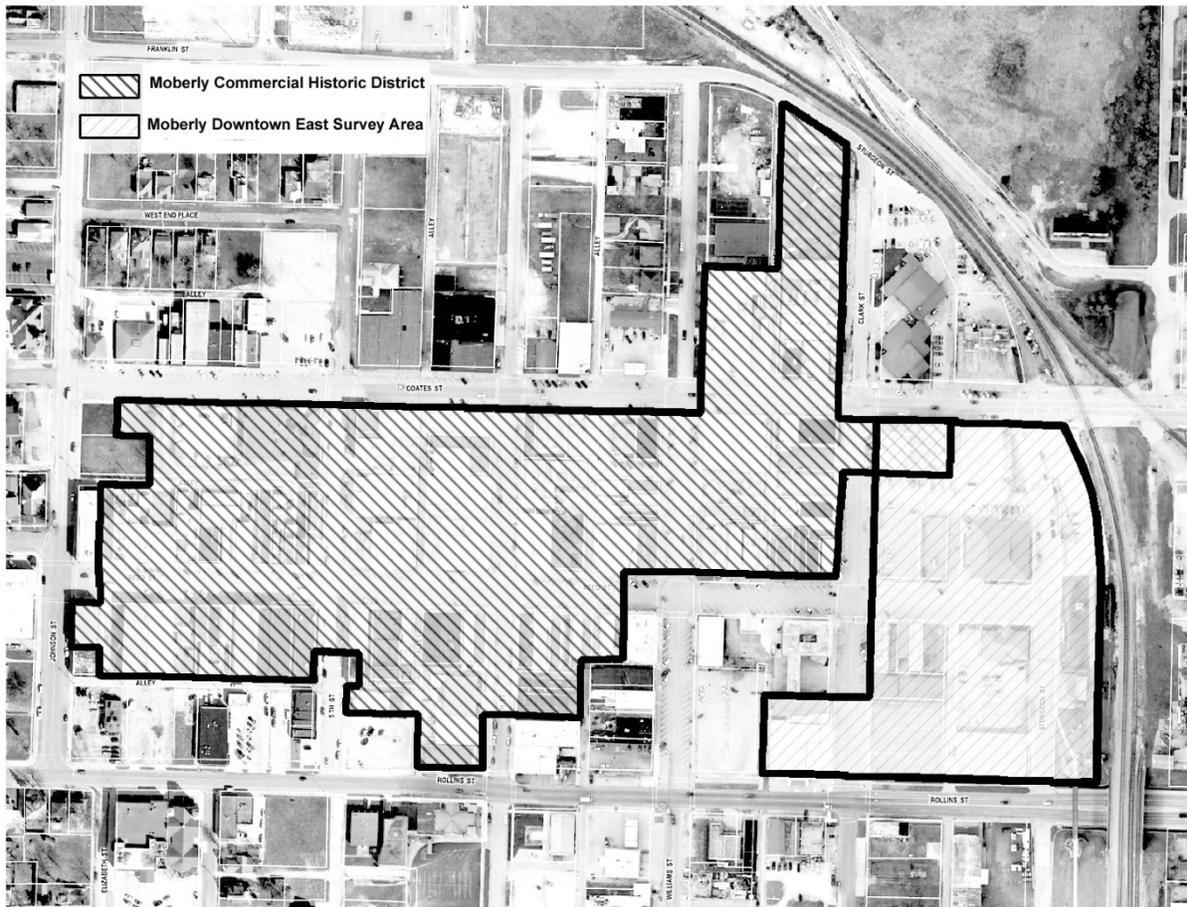


Figure 04. Boundaries of Moberly Downtown East survey area and relationship to Moberly Commercial Historic District. NR-Listed 2012. Source: Google maps, 2016.



# METHODOLOGY

Rosin Preservation surveyed resources within the survey area as defined by the City of Moberly in conformance with the procedures for intensive-level survey outlined in *National Register Bulletin 24: Guidelines for Local Survey: A Basis for Preservation Planning*, and *Instructions for Completing the Architectural/Historic Inventory Form* established by the Missouri Department of Natural Resources State Historic Preservation Office. Information for each building was recorded on *Architectural/Historic Inventory Form* also developed by the State Historic Preservation Office. Evaluation of resources for significance was in accordance with *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*.

In addition to examining all resources in the survey area boundary, Rosin Preservation conducted a windshield survey of the entire area surrounding the boundaries of the Moberly Commercial Historic District in order to get a better understanding of the district boundary justifications and to ensure that all properties associated with the historic commercial context of the existing district were evaluated for potential inclusion in a recommended boundary expansion. The surveyor noted age of resources and integrity (*Figure 16, page 34*) but did not prepare survey forms for these resources as this was outside the scope of the project. The surveyor completed survey forms for three properties outside the contracted survey area because they were part of the survey recommendations and required documentation to evaluate their relationship to the Moberly Commercial Historic District and to the Moberly Downtown East historic resources survey area.

## FIELD SURVEY

Rosin Preservation performed a preliminary site visit to identify the commercial and non-historic properties within the survey boundaries of W. Rollins on the south, N. Sturgeon Street on the east, W. Coates Street on the north, and N. Clark Street on the west. Rosin Preservation also visually examined resources surrounding the boundary of the Moberly Commercial Historic District to ensure that all historic resources associated with the commercial context of the survey area are evaluated for potential inclusion. During field survey the consultant examined every resource in the survey area regardless of age or historic function. The team took high-resolution digital photographs and recorded information about the exterior physical appearance of each resource, specifically building materials, architectural style, and condition. Primary elevation photographs conform to Missouri SHPO standards for survey documentation. The surveyor completed survey forms for all resources within the survey area.

## COMPILATION OF DATA

Rosin Preservation compiled survey information in a Microsoft Access database using a template based on the Missouri SHPO Historic Resources Survey Form. The database fields record each building's physical features (e.g., plan, materials, architectural style and/or property type, outbuildings, etc.) as well as historical information (e.g., date of construction, original and current function). When linked with digital records from past and future surveys, this database will enhance the understanding of historic resources in Moberly. The database can also use the City's parcel identification information system to link to Geographic Information System (GIS) and mapping software to facilitate analysis and to create visual presentations of the data. The survey team created a single survey form for each parcel identified through the online Randolph County GIS

mapping site.<sup>1</sup> In some instances, a parcel contained more than one building or an associated structure such as a parking lot. In those cases, all resources associated with each parcel were described in survey form continuation sheets. The total resource count is higher than the number of survey forms because it includes structures that are associated parking lots. The final database contains nineteen entries.

## **ARCHIVAL RESEARCH**

Historical research is critical to understanding the commercial history of Moberly and the evolution of the built environment. Research occurred concurrently with field survey and data review. This approach allowed the team to merge field and research data to create a strong and understandable relationship between the events in Moberly's history and its built environment, to develop a historic context for the survey area, and to establish dates of construction for individual properties.

A variety of primary and secondary resources provided background information about the people, buildings, and developments within Moberly that created the contemporary urban core. The historic preservation specialist conducted research at the local Randolph County Historical Society as well as accessing online regional repository resources via the Mid-Century Public Library. Key materials from the Randolph County Historical Society include city directories, published Randolph County histories, local publications on Moberly history, historic maps, and oral history provided by longtime resident and Randolph County Historical Society President J. W. Ballinger, III. *Sanborn Fire Insurance Maps* for Moberly representing the late nineteenth century through 1948 were accessed online through Mid-Century Public Library. The *Survey Report: Moberly Randolph County, Architectural/Historical Survey (2007)* and the *National Register of Historic Places Registration Form Moberly Commercial Historic District* provided contextual information and descriptions of previously documented historic resources.

## **DATA ANALYSIS**

The consultants analyzed three categories of data to identify contiguous historic districts and/or individual properties that appear potentially eligible for National Register listing. Since the survey boundaries pre-sorted for non-residential function, the following three categories address issues important in determining the significance of a property or properties and National Register eligibility.

- Architectural Style/Property Type
- Date of Construction
- Architectural Integrity

The "Survey Results" section of this report provides a detailed description of this analysis and the survey findings.

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<sup>1</sup> The Randolph County Public GIS on-line viewer and the Google aerial view maps were used to determine separate building footprints. <http://www.randolphcounty-mo.com/assessor/>. Accessed January 10, 2017.

### Architectural Analysis

After compiling and reviewing the results of the field survey, Rosin Preservation analyzed architectural styles and vernacular property types by reviewing photographs and database information. Rosin Preservation assigned each building an architectural style and/or vernacular property type. *The Buildings of Main Street: A Guide to American Commercial Architecture* by Richard Longstreth provided guidance for identifying properties by architectural style, building form, and function and ensured the use of terminology consistent with National Register nomenclature.

### Establishing Dates of Construction and Property Histories

Neither city records nor Randolph County tax assessor records provided any dates of building construction. The team next consulted archival sources from the Mid-Continent Public Library and historic aerial photographs available online. When these sources were not fruitful, *Sanborn Fire Insurance Maps* were consulted for clues to construction dates. These provided very little information. Most dates were estimated based on the physical features and architectural style of the resource. Estimated dates are indicated in the database with the addition of “circa” before the date.

### Evaluation of Integrity

All properties eligible for listing in the National Register, whether for individual significance or as contributing elements to a historic district, must retain sufficient architectural integrity to convey the period of time in which they are significant.<sup>2</sup> The National Park Service uses the following areas to define integrity. A property must retain integrity in a majority of these areas to be eligible for the register.

- Location: The place where the historic property was constructed or the place where the historic event occurred.
- Design: The combination of elements that create the form, plan, space, structure, and style of a property.
- Setting: The physical environment of a historic property.
- Materials: The physical elements that were combined during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship: The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling: A property’s expression of the aesthetic or historic sense of a particular period of time.
- Association: The direct link between an important historic event or person and a historic property.<sup>3</sup>

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<sup>2</sup> A contributing property to a historic district does not have to meet the same threshold for significance or integrity as an individual landmark, but it must contribute to the significance of the district. Properties contributing to a district that is significant in the area of architecture must retain a higher degree of architectural integrity than properties in a district significant for associations with an important individual or with historical events or patterns of history.

<sup>3</sup> U.S. Department of the Interior, National Park Service, National Register of Historic Places, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation* (Washington, DC: National Register Publications, 1998), 45.

Based on visual inspection, each building received an integrity rating of Excellent, Good, Fair, or Poor based primarily on how much of the building's original design, workmanship, exterior materials, and overall feeling of a past period of time remain.<sup>4</sup> Each resource has an integrity statement on the survey form. Additionally, a windshield survey evaluating resources surrounding the current Moberly Commercial Historic District included integrity assessments which are detailed on Figure 11.

When evaluating the architectural integrity and potential register eligibility of individual resources, the consultants employed the "glass half-full" approach, considering the reversibility of alterations as well as the quality of alterations. The goal was to give as many buildings as possible the opportunity to access state and federal historic tax credits to help fund rehabilitation and adaptive-reuse, either as individually-eligible resources or as contributing resources to a historic district. The following criteria served as the basis for rating architectural integrity in this survey. Resources in the survey area were evaluated as either having integrity (equivalent to either "Excellent" or "Good") or not having integrity (either "Fair" or "Poor.") Integrity statements were provided on survey forms for each resource.

### *Excellent*

- The majority of the building's openings are unaltered or were altered in a sensitive and appropriate manner using similar materials, profiles, and sizes as the original building elements;
- The exterior cladding material has not been altered;
- Significant decorative elements are intact;
- Design elements intrinsic to the building's style are intact;
- The overall feeling or character of the building for the time period in which it was erected is intact. Changes over a period of time are sympathetic and compatible to the original design in color, size, scale, massing, and materials;
- Character-defining elements from the time period in which the building had significant associations with events or important individuals remain intact; and
- If over fifty years in age, the building appears to be individually eligible for listing in the State or National Register of Historic Places or would be a contributing element to a historic district.

### *Good*

- Alteration of original building openings or spaces has occurred using new materials and profiles, but not causing irreversible damage to the original configuration of openings and spaces;
- Significant portions of original exterior cladding materials remain;
- Significant decorative elements remain intact;
- Alterations to the building are reversible and the historic character of the property could be easily restored;
- Additions to a secondary elevation are in an appropriate manner, respecting the materials, scale, and character of the original building design;

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<sup>4</sup> Architectural integrity differs from physical condition. A building with excellent integrity may be in very poor condition; conversely, a building with very poor integrity may be in excellent condition.

- The historic feeling or character of the building is slightly weakened by change or lack of maintenance; and
- The building would be a contributing element to a historic district and/or it might be independently eligible for register listing if restored in conformance with the Secretary of the Interior's Standards for Rehabilitation.

*Fair*

- The majority of the building's openings were altered in an inappropriate manner using new materials, profiles, and sizes;
- Exterior cladding material has been altered or added; however, there is some indication upon visual inspection that if removed, enough of the original cladding material might remain that the property could be restored to its original appearance;
- Additions were made in a manner respecting the materials, scale, and character of the original building design and, if removed, the essential form of the building remained intact;
- Historic feeling or character of the building is compromised, but the property could be restored, although reversal of alterations and removal of inappropriate materials could be costly; and
- If restored in conformance with the Secretary of the Interior's Standards for Rehabilitation, and if the property has associations with a district's area of significance, the property might be a contributing resource to a historic district.

*Poor*

- The majority of the building's openings, such as windows and doors, were altered in an inappropriate manner using new materials, profiles, and sizes;
- Exterior materials were altered;
- Alterations are irreversible or would be extremely difficult, costly, and possibly physically damaging to the building to reverse;
- Later additions do not respect the materials, scale, or character of the original building design;
- The overall historic feeling and character of the building is significantly compromised; and
- Further investigations after removal of non-historic materials and alterations may reveal that the structure retains greater architectural integrity than originally apparent and should be re-evaluated.

Evaluation Criteria

In addition to retaining the integrity of their historic architectural design, properties listed in the National Register of Historic Places must meet certain criteria of historic significance. Historic significance is the importance of a property to the history, architecture, archaeology, engineering, or culture of a community, a state, or the nation. To be listed, properties must have significance in at least one of the following areas.

- Criterion A: Association with events, activities, or broad patterns of history.
- Criterion B: Association with the lives of persons significant in our past.

- Criterion C: Embody distinctive characteristics of construction, or represent the work of a master, or possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction.
- Criterion D: Have yielded, or be likely to yield information important in prehistory or history.

To qualify for listing in the National Register of Historic Places under National Register Criteria A and/or C, properties must retain strong integrity in the areas of association and location. To be eligible for **individual** listing under Criterion A, a building should retain a high degree of architectural integrity in setting, materials, and workmanship for its period of significance. It should also clearly illustrate its architectural style or property type, possessing the distinct physical characteristics that define it as this property type. For example, because many commercial resources in the survey area are one or two stories tall, are on narrow lots, and have restrained commercial styling, it is important that the primary façade retain its original fenestration and spatial arrangements; in particular, the historic storefront elements or entrance treatments that define this property type. In addition to the above requirements, to be listed as an **individual** resource under Criterion C, the property must be an outstanding example of a specific style of architecture, retaining excellent integrity in setting, materials, and the architectural elements that define the style.

To be eligible for listing as a **contributing resource** to a historic district under Criterion A, a property should retain sufficient stylistic and structural features to link the property with its period of significance. Specifically, integrity of façade arrangement and fenestration are important. Additions are acceptable if they are on secondary elevations and are subordinate in size, scale, and massing to the original building. On commercial buildings, façade arrangement and fenestration define the property type. The primary façade should retain sufficient character-defining elements to express the distinct separation of upper floors from the ground floor. The individual historic windows do not have to be present as long as the rhythm of the fenestration and bays is evident. Window, door, and storefront infill or replacement should not destroy or obscure original openings. These types of alterations must be judged in accordance with the architectural style and impact on character-defining features to determine if the property retains sufficient integrity to contribute to a district. Alterations to the primary façades of large buildings may be acceptable if they do not alter a significant portion of the façade and the original appearance of the façade can be restored. Alterations to the façades of simple small buildings should be minimal and should not significantly impact the original appearance of the building. In addition to the above requirements, buildings that are part of a larger grouping may also be eligible for listing as **contributing resource** to a district under Criterion C as representative examples of a specific style of architecture or vernacular property type. In both instances, integrity of design, materials, and workmanship associated with its period of significance are necessary.

#### National Register Eligibility

Physical characteristics and historic significance provide the basis for evaluating resources for their National Register eligibility. Information about each resource, such as date, function, associations, and physical characteristics, also affects the significance of the property.

The consultants analyzed data relating to the architectural integrity and historic significance of each property within the survey area to identify contiguous districts and individual properties that appear potentially eligible

for National Register listing.<sup>5</sup> Rosin Preservation used the following standard terminology to complete this analysis.

- **Individually Eligible** applies to those properties that retain excellent architectural integrity and clearly represent associations with established historic context(s).
- **Contributing to a District** applies to properties located within a historic district that enhance the district's historic associations and the historic architectural qualities for which the district is significant. A National Register District is a significant concentration of sites, buildings, structures, or objects that are united historically or aesthetically by design or physical development. Contributing properties do not have to be individually distinctive, but must contribute to a grouping that achieves significance as a whole. The majority of the components that define a district's historic character, even if they are individually undistinguished, must possess integrity, as must the district as a whole. A property that independently meets the National Register Criteria for Evaluation can also be a contributing property to a district if it has associations with the district's areas of significance. Contributing buildings typically have "Excellent" or "Good" integrity.
- **Not Eligible** applies to individual properties that no longer possess historical integrity due to alterations or to properties that are located within a historic district but have lost their historical integrity, were not present during the period of significance, or do not relate to the documented significance of the district. Buildings with integrity ratings of "Fair" may become eligible as contributing resources if non-historic alterations are reversed.
- **Less than Fifty Years of Age** applies to properties that are less than fifty years of age. The National Register Criteria for Evaluation exclude properties that achieved significance within the last fifty years, unless they are of exceptional importance. Fifty years is the general threshold of time needed to develop historical perspective and to evaluate significance. For this Survey, the fifty-year cut-off was 1963. Buildings in this category that received integrity ratings of excellent or good may be eligible for the National Register once they reach fifty years.

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<sup>5</sup> The Missouri State Historic Preservation Office staff makes official determinations of National Register eligibility for properties in Missouri.

## SURVEY RESULTS

The Moberly Downtown East Historic Resources Survey examined twenty-three (23) resources, including eighteen (18) buildings and six (6) structures along W. Reed St., N. Clark Street. Street. and N. Sturgeon Street. Street. (*Figure 05*). The area comprises the eastern portion of the historic downtown commercial district adjacent to the railroad track immediately east of N. Sturgeon Street. Street. Of the twenty-three resources, six buildings are not yet fifty years of age (Inventory #s 1, 2, 3, 12, 14, and 16). Nine historic-age buildings date to the late nineteenth-century commercial development in Moberly that was associated with its status as a railroad hub (Inventory #s 6, 7, 8, 9, 10, 13, 15, 17, 18, and 19). One building, the Municipal Auditorium, is a late 1930's civic building with its primary façade fronting W. Rollins Street. The historic Kelly Hotel is a nineteenth-century resource that fronts N. Clark Street. Street. and connects to the rear of the Municipal Auditorium (Inventory #4). Six parking lots are counted as structures including Inventory #5 which is a parking lot on an individual parcel without an associated resource. Inventory #11 is a vacant lot.

The south side of the 200 block of W. Reed Street contains non-historic commercial buildings that anchor the corners of the streets and maintain a similar function, scale, and massing to the historic commercial buildings extant on the north side of the Street. The south side of the 100 block of W. Reed contains a grouping of four circa 1870 commercial buildings and a single vacant lot separated by an alley from a non-historic institutional building with an associated parking lot. The north side of the 100 block of W. Reed Street. Street. contains two non-historic institutional buildings and associated parking lots. The northwest corner of the survey area contains four historic buildings that are already included as contributing resources to the Moberly Commercial Historic District (NR listed 2012).

### LOCATION AND SETTING

The survey area is on the eastern edge of the Moberly Commercial Historic District, between the district and the railroad tracks that define the eastern boundary of downtown. The 100 and 200 blocks on the north and south side of W. Reed Street., a main east-west thoroughfare that has historically been associated with Moberly's commercial center, are the eastern terminus of downtown development where it met the railroad tracks and the historic railroad station, which is no longer extant.

The survey area is flat with one and two-story commercial and institutional buildings with associated sidewalks and asphalt parking lots. Most buildings front onto W. Reed Street., the primary thoroughfare, with a pedestrian sidewalk providing a narrow setback from on-Street. angled and parallel parking spaces. Historic commercial buildings share party walls to form continuous streetwalls while non-historic buildings are typically free-standing with some surrounding parking. Alley access bisects rectangular blocks. West Reed Street. dead-ends into N. Sturgeon Street. which is the visual eastern terminus to the downtown commercial district. The railroad track and associated corridor separates the survey area from industrial and residential development to the east and from a wooded area to the north that was previously a reservoir.

The City of Moberly drew the survey boundaries to include the 100 block of W. Reed Street. and the southern portion of the 200 block to include the Municipal Auditorium. The surveyor also documented two

adjacent properties in the 200 and 300 block of W. Reed Street. because they are associated with the commercial corridor and warrant evaluation as part of the eastern portion of W. Reed Street.

Figure 05. Resources surveyed in the Moberly Downtown East survey area. Source: Google Maps 2016.



## FUNCTIONAL PROPERTY TYPES

In order to better understand the development of downtown Moberly, the consultants identified the surveyed properties based on their original function as well as their architectural style and/or vernacular building form. A property type is a set of individual resources that share physical or associative characteristics. Property types link the ideas incorporated in the historic contexts with actual buildings that illustrate those ideas. By examining resources according to (1) historic function and (2) architectural style, the analysis addressed both shared functional characteristics as well as physical (architectural style/building form/type) characteristics. This survey identified historic functions for historic-age resources (over 50 years of age) and current function for resources not yet 50 years of age.

*Table 01 Historic Function*

<b>Function</b>	<b>Total</b>
Commercial	
Specialty Store	10
Financial Institution	2
Hotel	1
Health Care	1
Recreation & Culture	1
Transportation	1
Government	2
Parking lot / Vacant lot	5
<b>Total</b>	<b>23</b>

Drawn from the National Register subcategories for function and use, the consultants identified different categories of historic building functions for the surveyed properties. The overwhelming majority of resources are commercial (retail) buildings, followed by institutional resources that contributed to the social and collective needs of the community, such as municipal buildings and health care facilities. There is some architectural diversity within each of these functional categories, reflecting the span of construction from circa 1870s to the 1990s.

### COMMERCIAL BUILDINGS

The buildings in the Moberly Downtown East survey area are predominantly commercial with 13 of the 23 resources identified as such.<sup>6</sup> These resources exhibit two building forms: one-part commercial blocks and two-part commercial blocks. The variety of businesses housed in these buildings reflects the needs of a thriving town. They represent functional subcategories such as specialty stores (10), financial institutions (2), transportation (1). Archival research identified additional types of businesses present during Moberly's early years, including numerous dry goods stores; tavern/saloons; drug stores; grocery and butcher shops; jewelry, furniture, and shoe stores.<sup>7</sup>

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<sup>6</sup> Hotels are categorized under Domestic, but are commercial operations.

<sup>7</sup> Sanborn Fire Insurance Maps Moberly Missouri 1884, 1889, 1909, 1923, 1931, and 1948.

Usually sited on one or two lots, the older commercial buildings in Moberly, especially the ones included in the Moberly Commercial Historic District, are brick. They have flat roofs and rectangular plans oriented with the short end facing the Street. A defining feature of the early commercial property types is a well-defined ground floor “storefront” that distinctly separates it from the upper stories and reflects a difference in public and private uses. Storefronts housed retail or wholesale vending, showroom, or office spaces, as well as public entry to upper floors.

Stylistic treatments for the commercial properties in the survey area reflect architectural styles popular in the era in which they were built. Depending on the date of construction, structural elements include load-bearing stone and brick walls, concrete block, or steel members. Similarly, storefronts incorporate combinations of brick, glass, metal, stone veneer and wood. Late-nineteenth and early-twentieth century commercial buildings have decorative ornament at the cornice.

## **NON-COMMERCIAL PROPERTY TYPES**

### Government Buildings

Two buildings (101 W. Reed Street. and 200 N. Clark Street.) in the survey area function as municipal offices. Constructed by the mid-1990s, the non-historic free-standing buildings are one-story and have adjacent asphalt parking lots.

### Health Care

102 W. Reed Street is a circa 1990 institutional building housing a health care facility. The one-story, stand-alone building is not historic. The same healthcare company occupies a historic one-part commercial building at 120 N. Clark Street.

## **ARCHITECTURAL STYLES AND BUILDING FORMS**

Classifications based on shared physical attributes include categorization by architectural styles and/or vernacular building forms. The architectural styles and vernacular forms identified in the survey area and assigned to the surveyed properties follow the terminology and classifications accepted by the National Register of Historic Places program. This hierarchy and nomenclature relies heavily on the forms and styles discussed for commercial buildings in *The Buildings of Main Street: A Guide to American Commercial Architecture* by Richard Longstreth. Longstreth classifies commercial buildings by building function and form, such as the “one-part commercial block.” This terminology is often combined with the building’s style (i.e., “Italianate one-part commercial block”). The eighteen surveyed buildings include four that represent formal architectural styles. The remaining thirteen have simple late-nineteenth century commercial facades or no discernible style.

## **COMMERCIAL BUILDING FORMS**

Commercial architecture is distinguished first by building form and second by its architectural style. In *The Buildings of Main Street.: A Guide to American Commercial Architecture*, Richard Longstreth identifies and categorizes buildings common to central business districts and neighborhood commercial areas according to the composition of their façades. Despite intricate detailing and stylistic treatments or the lack thereof, the organization of the commercial façade can be reduced to simple patterns that reveal major divisions or zones. Due to their functional nature, many commercial buildings exhibit restrained architectural details. The cornice

area followed by the first-story storefront are the most prominent and distinctive features of a commercial building. In addition to the storefront, cornice, and parapet, important character-defining elements of commercial buildings include bulkheads, transoms, signs, and doors.

*Table 02. Building forms*

One-Part Commercial Block	1
Two-Part Commercial Block	9
Free-Standing Commercial Block	8
Not Applicable (vacant lot, parking lot,)	5
<b>Total</b>	<b>23</b>

Commercial buildings and the streetscapes they create define the distinct functional and visual character of the survey area. Dating from the late 1800s through the late twentieth century, most of the surveyed commercial buildings are simple, two-story structures. The traditional building material is brick.

The most conspicuous alterations reflect the modernization of first-story display windows and entrances. Many of these alterations have left the original openings and spatial relationships of the storefront intact. Other changes are easily reversible, such as the addition of awnings and applications of wood or metal sheathing over original openings or transoms. Where left exposed, the upper stories usually retain their historic integrity and original appearance and are the principal means to identify the building's original style.

Utilizing Longstreth's basic commercial building property types, the most abundant in the survey area are Two-Part Commercial Block building types. The categorizations of One- or Two-Part Commercial Blocks, and Free-Standing Commercial Block apply to buildings four stories and under. The majority of the commercial building forms represented in the survey area are Two-Part Commercial Blocks (8) and Free-Standing Commercial Blocks (8).

#### One-Part Commercial Block

The One-Part Commercial Block building is a simple one-story cube with a decorated façade. In many examples, the Street frontage is narrow and the façade comprises little more than plate glass windows and an entrance with a cornice or parapet spanning the width of the façade. These buildings share party walls with adjacent buildings. A typical example is 120 N. Clark Street. (Inventory #06).

#### Two-Part Commercial Block

Slightly more complex than their one-story cousins, Two-Part Commercial Blocks are typically two- to four-stories in height. They have a clear visual separation of use between the first-story customer service/retail space and the upper-story office, meeting room, or residential uses. Similar to One-Part Commercial Block buildings, the styling of the first story focuses on the storefront glazing and entrance(s). The design of the upper stories identifies the building's architectural influences. The building at 124 W. Reed Street (Inventory #7) is a good example of a two-part commercial block is (*Figure 06*).

Figure 06. 124 W. Reed Street. (Inventory #7) west elevation. Photograph by: Sophie Roark



### Free-Standing Commercial Block

The Free-Standing Commercial Block form is related to the One-Part Commercial Block, but is a separate property type. It is more commonly a late-twentieth century commercial development that occupies a lot independent of the surrounding streetscape. Examples of the Free-Standing form house government offices,

banks, auto service stations and convenience stores, fast food restaurants, and a variety of retail and professional businesses. In downtown Moberly these generally house government and commercial buildings. The Moberly City Hall (101 W. Reed Street, Inventory #14) and the Moberly Municipal building (200 N. Clark Street, Inventory #15) are municipal offices. The Commerce Bank building (208 W. Reed Street, Inventory #3) is a stand-alone commercial building.

## **ARCHITECTURAL STYLES**

While simple vernacular design defines the vast majority of the buildings in downtown Moberly, a few buildings exhibit formal architecture styling. These include one commercial building and one civic building that fall within the National Register categories of *Late Nineteenth and Early Twentieth Century Revivals* and *Modern Movement*.

### Late-Nineteenth and Early-Twentieth Century Revivals

Late-Nineteenth and Early-Twentieth Century Revival styles became popular as large architect-designed residences featured popular European styles of the past. Victorian-era commercial buildings popular from the 1850s to the 1880s were more ornate than previously utilitarian examples. Accentuated cornices were a frequent element. Windows frequently had decorative caps or surrounds. Ornamental framing in the form of stringcourses or cornices often delineated each story.<sup>8</sup>

The downtown Moberly commercial buildings were relatively vernacular in their conservative detailing, but did incorporate stylistic elements such as corbeled brick, tile or concrete trim, embellished windows, and decorative cornices. The commercial building at 124 W. Reed Street. (Inventory #7) has a decorative relief cornice with Italianate brackets and decorative lintels topping arched windows. 118 W. Reed Street. (Inventory #10) has narrow windows on the second floor with corbeled brick detail forming the arched tops and defining the cornice. Cut stone sills are a common decorative element.

### Modern Movement

The Modern Movement genre encompasses the variety of architectural styles developed in the mid-twentieth century that broke from the historical revival styles of previous eras. Beginning in the 1920s and continuing into the 1970s, architects sought inspiration in the innovations of man and machine rather than in the architecture of the past or in nature. The goal was to create completely new forms that reflected the energy, creativity, and engineering ingenuity of the age. As the first formal style to emerge from the Modern Movement, Art Deco utilized stylized geometric ornament to emphasize modernity and progress. Subsequent styles, such as Streamline Moderne, International, and New Formalism, stripped the building of all formal ornament. Form, construction, and man-made materials became the main components of architectural expression. These later styles were predominantly used for large-scale, free-standing commercial buildings in urban areas. The Moberly Municipal Auditorium at 201 W. Rollins Street. (Inventory #4) is a late 1930s-era Streamline Moderne building that incorporates vertical emphasis on its smooth exterior along with curved elements. The Commerce Bank Building at 208 W. Reed Street. (Inventory #3) is an example of New Formalism executed in brick with an exaggerated cap at the flat roof.

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<sup>8</sup> Richard Longstreth. *The Building of Main Street.: A Guide to American Commercial Architecture.* (Washington DC: The Preservation Press, 1987), 29.

## DATES OF CONSTRUCTION

The consultants utilized archival sources, Sanborn Maps, the 2007 *Moberly Historic Resources Survey Report*, the Moberly Commercial Historic District National Register form, and estimations based on building styling as described in the Methodology to estimate dates of construction. The dates of building additions and/or alterations were not considered in this analysis. Table 03 presents the distribution of buildings by estimated date of construction.

*Table 03. Dates of Building Construction*

<b>Era</b>	<b>Total</b>	<b>Percent</b>
1870 – 1899	10	58
1900 – 1939	2	6
1940-1967	1	6
1967-present	4	23
<b>Total</b>	<b>18</b>	

Fifty-eight percent of the resources in the survey area were constructed before World War I, with the primary building boom occurring during the last three decades of the nineteenth century. A second building boom in the late twentieth century included the construction of institutional buildings - two municipal buildings and a healthcare office (Inventory #s 12, 14, and 15).

## INTEGRITY

All properties eligible for listing in the National Register of Historic Places must retain sufficient architectural integrity to convey the period of time for which they are significant. As described above in the Methodology, each building was evaluated for integrity. Based on visual inspection, each building received an integrity rating of Excellent, Good, Fair, or Poor based primarily on how much of the building's original design, workmanship, exterior materials, and overall feeling of a past period of time remain.<sup>9</sup> Individual integrity assessments are provided on survey sheets. Nine buildings possess integrity, 4 buildings do not possess integrity and 5 buildings are not 50 years of age.

Resources abutting the boundaries of the existing district were given integrity ratings of Excellent, Good, Fair, or Poor based on observations during a windshield survey. Seven buildings abutting the district boundary retain integrity and 11 buildings do not retain integrity. Twelve buildings are not 50 years of age (*Figure 16*).

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<sup>9</sup> Architectural integrity differs from physical condition. A building with excellent integrity may be in very poor condition; conversely, a building with very poor integrity may be in excellent condition.

## HISTORIC CONTEXT

The *National Register of Historic Places Registration Form Moberly Commercial Historic District* includes a historic context with major trends in the development of Moberly and its built environment. This section summarizes those themes and highlights how the resources in the survey area relate to and represent development patterns in Moberly.

Moberly exemplifies a railroad town, stemming from its origin as a railroad company-planned town and its expansion owing to the convergence of multiple lines and to the construction of a railroad roundhouse and repair facilities. The Chariton and Randolph Company was granted a charter to construct a line to join the North Missouri Railroad in Randolph County in 1858.<sup>10</sup> By 1860, the company chose the future site of Moberly for the junction of the two lines and purchased 40 acres of land to establish the townsite.<sup>11</sup> The town had a slow start in the 1860s, but development incentives after the end of the Civil War enticed some settlers from nearby Allen, a town that had been bypassed by the new railroad line. Moberly was incorporated in 1866 and by 1870 had a population of 1,514.<sup>12</sup> The addition of an east-west railroad connecting the town to Hannibal on the Mississippi River, along with the construction of a roundhouse with railroad repair facilities north of the downtown center, both in 1872, spurred new growth. The town was connected to larger markets and the roundhouse provided jobs and income to local residents.

Moberly's population expanded from roughly 1,500 in 1870 to 6,070 in 1880.<sup>13</sup> This decade of notable population growth resulted in a corresponding building boom during the 1870s when Moberly's initial commercial district developed. The city grid is defined at the northeast section where the railroad line curves to the west and a reservoir and railroad roundhouse were immediately north of the tracks (the reservoir has since been drained) (*Figure 02 and 07*). One, two, and three-story brick commercial buildings with narrow storefronts lined Reed Street as it developed as the primary east-west commercial strip beginning in the 1870s. A dense concentration of commercial buildings, many with shared party walls, housed hotels, saloons, restaurants, groceries, and retail stores, often with office space and lodging on the second floor. The four blocks extending west from the corner of W. Reed and N. Sturgeon Street. were largely filled with commercial buildings by the 1880s (*Figure 08*). Upon its completion in 1889, the Wabash Railroad Depot was oriented perpendicular to the terminus of W. Reed Street at N. Sturgeon Street. and defined the eastern boundary of the downtown business district.<sup>14</sup>

*Figure 07.* 1881 Bird's Eye view of Moberly, Missouri showing the railroad tracks, downtown, the railroad roundhouse and reservoir north of town. Source: J. J. Stone, Moberly 1881. Randolph County Historical Society.

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<sup>10</sup> David L. Taylor, "Moberly Commercial Historic District" *National Register of Historic Places Registration Form*, 2012, 8-26.

<sup>11</sup> Ibid.

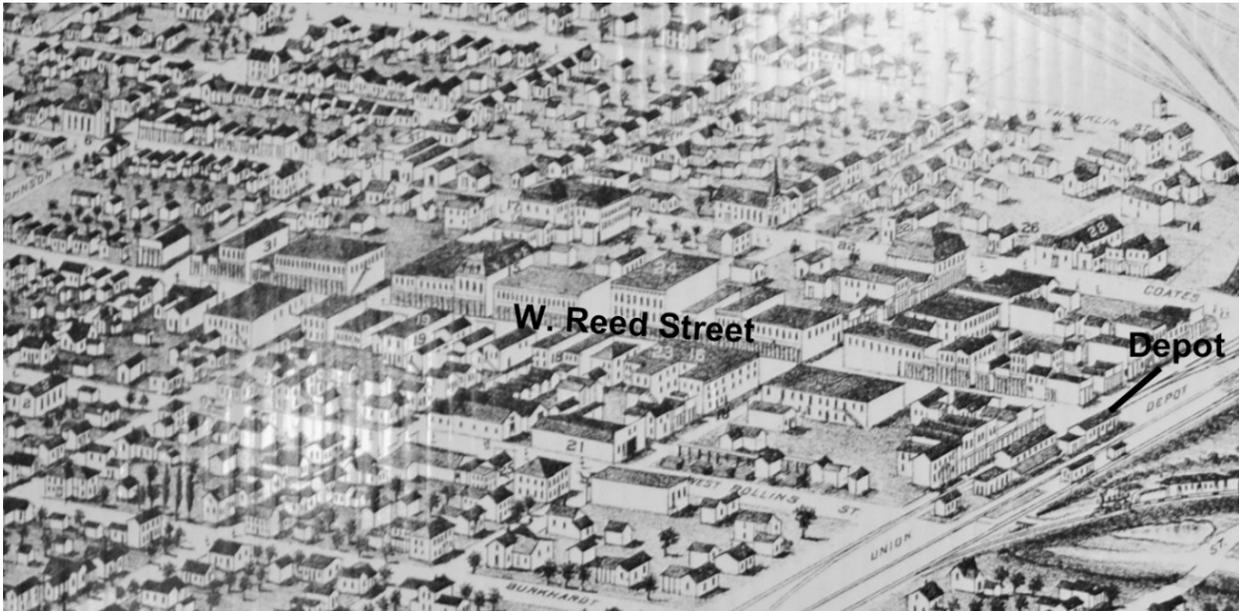
<sup>12</sup> Ibid.

<sup>13</sup> Ibid, 8-27.

<sup>14</sup> The 1889 depot replaced an earlier depot in the same location that appears on the 1881 Bird's Eye View Map. Bird's Eye View of Moberly, Randolph County. (J.J. Stoner Madison, WI, 1881).



Figure 08. Detail of 1881 Bird's Eye view of Moberly, Missouri showing the historic railroad depot at the east end of the downtown commercial district and commercial development along the primary east / west thoroughfare W. Reed Street. Source: J. J. Stone, Moberly 1881. Randolph County Historical Society.



Moberly's geographic location in the center of Missouri made it a logical junction for multiple railroad lines and as a result, the town was connected to Kansas City to the west, to St. Louis and Hannibal, Missouri to the east, and to Des Moines, Iowa to the north.<sup>15</sup> Moberly fit the mold of a railroad town as a trade center with access to larger markets. The downtown businesses served the surrounding population of farmers who supplied agricultural products that were shipped via rail to sustain the railroad companies. Along with grocery and retail stores to serve local residents, Moberly hotels flourished to accommodate travelers arriving on the railroads. The Florence Hotel on the south side of the 100 block of Reed Street and the Merchants Hotel on the south side of the 300 block were in operation by 1884.<sup>16</sup> In addition to bringing passengers to Moberly and transporting Moberly products to market, the Wabash Railroad company's roundhouse repair and manufacturing shops employed between 650 and 900 people in 1884.<sup>17</sup>

While the densest concentration of commercial buildings fronted Reed Street to take advantage of retail traffic, the southern and northern portions of those same blocks abutting parallel streets contained a mix of commercial businesses and dwellings. North south streets that intersected W. Reed Street also contained dense commercial development similar to the existing resources on N. Clark Street (Inventory #s 16, 17, 18, and 19). Commercial business such as wagon sheds, carriage factories, lumber yards, and warehouses that required more space occupied the blocks radiating from the main Reed Street corridor (*Figure 09*).<sup>18</sup> By 1890, Moberly had its second, enlarged electric power generation plant, along with municipal water infrastructure, schools, a fire department, a business college, and two opera houses.<sup>19</sup> Coal mining and clay extraction for brick making added to the local economy starting in the late nineteenth and extending into the early twentieth century.<sup>20</sup> St. Louis-based Brown Shoe Company located a manufacturing operation in Moberly in 1906 bringing a thousand jobs to the town. The 1909 Sanborn Fire Insurance Map shows several new additions to the northwest, southeast, and east of downtown (*Figure 10*).<sup>21</sup>

*Figure 09.* 1884 Sanborn Fire Insurance Map showing dense commercial buildings fronting W. Reed Street. with less dense commercial and residential buildings on the blocks north and south of W. Reed St.. Source: Sanborn Fire Insurance Map, Moberly, 1884, Sheet 2.

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<sup>15</sup> Steven E. Mitchell and Mary Aue Mitchell. *Survey Report: Moberly Randolph County, Architectural/Historical Survey*. (Moberly, Randolph County, 2007), 2.

<sup>16</sup> Sanborn Insurance Map, Moberly, Missouri, 1884, Sheet 2.

<sup>17</sup> Steven E. Mitchell and Mary Aue Mitchell. *Survey Report: Moberly Randolph County, Architectural/Historical Survey*. (Moberly, Randolph County, 2007), 11.

<sup>18</sup> Ibid.

<sup>19</sup> David L. Taylor. *National Register of Historic Places Registration Form Moberly Commercial Historic District*. (National Parks Service 2012), 8-27.

<sup>20</sup> Ibid.

<sup>21</sup> Sanborn Insurance Map, Moberly, Missouri, 1909, Sheet 1.

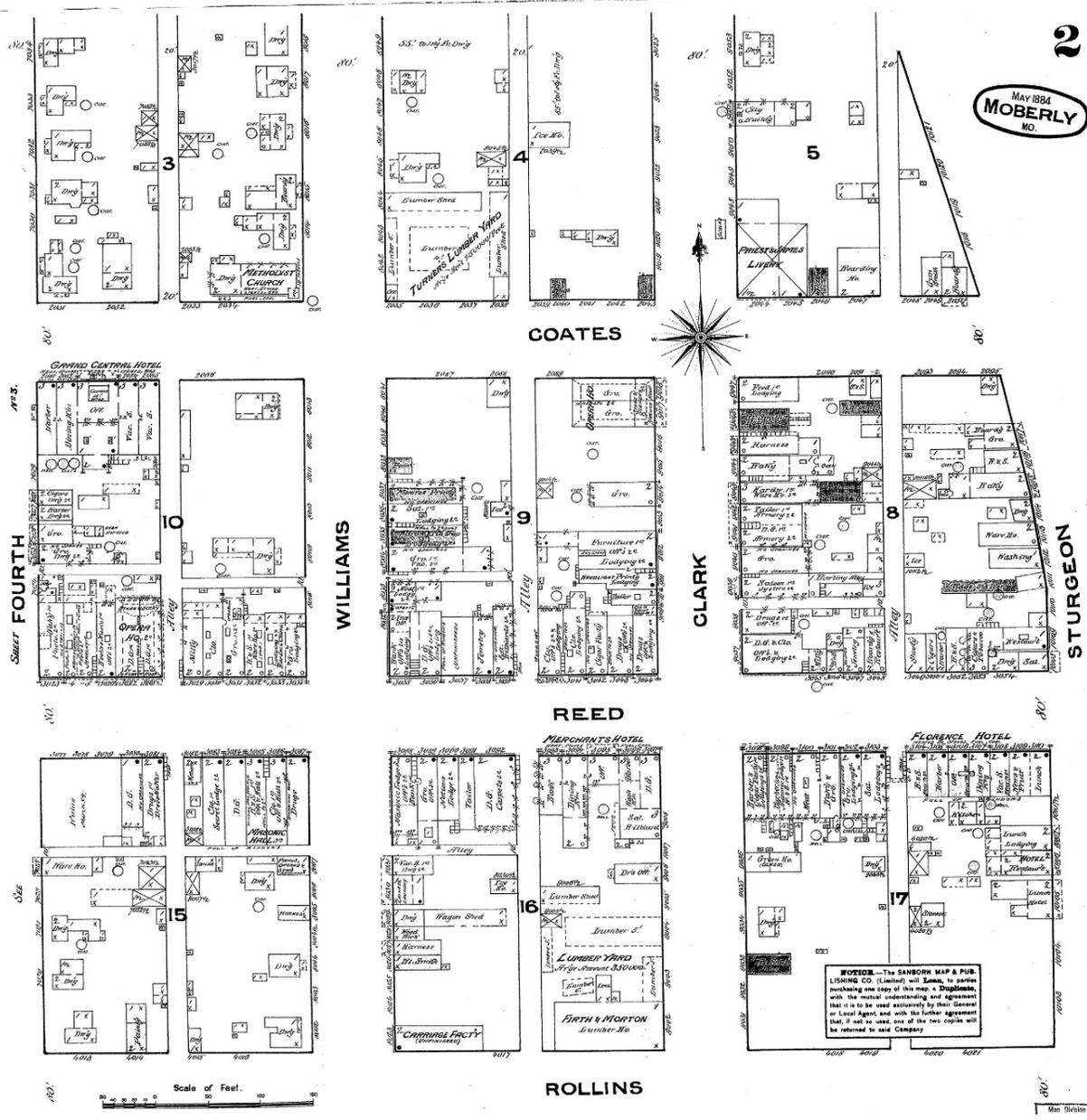
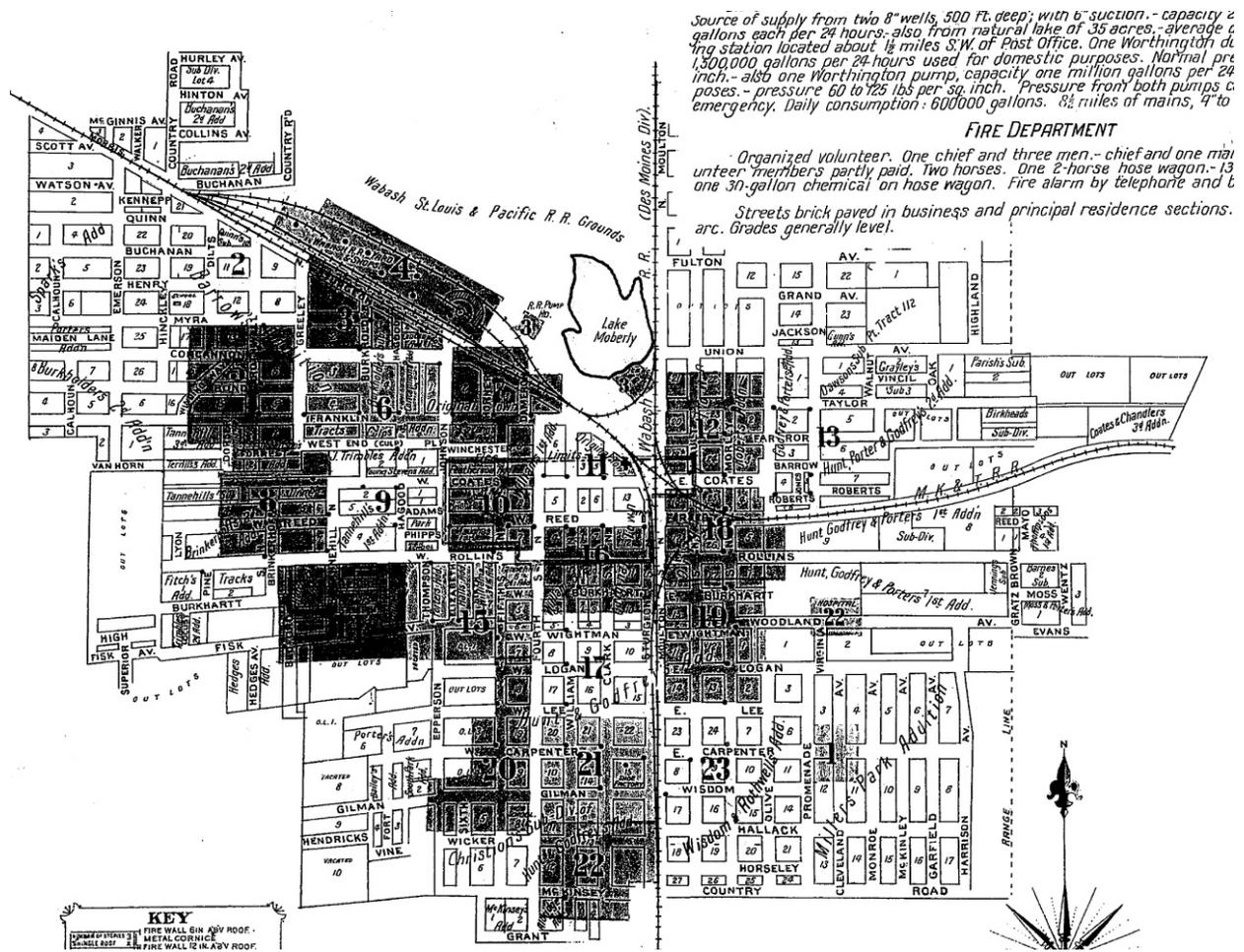


Figure 10. 1909 Sanborn Fire Insurance Map, Sheet 1 shows new additions to the southeast, northeast, and northwest of downtown Moberly. Source: Sanborn Fire Insurance Map, 1909 Sheet 1.



The substantial late nineteenth century growth had leveled off after the turn of the twentieth century and the population grew slower from roughly 10,000 in 1910 to 13,000 in 1930, the highest point in the twentieth century.<sup>22</sup> The decline of the passenger railroad as automobiles became dominant in the 1920s likely reduced pedestrian traffic arriving in Moberly and the Depression-era economic slowdown signaled an end to new commercial development that defined the town in the nineteenth century. A stabilization of population characterized the twentieth century. The Brown Shoe manufacture operated until 1950 and the arrival of larger chain stores such as Sears replacing independent businesses represented a larger trend that many small towns experienced.

<sup>22</sup> Ibid., 8-25.

Moberly retained its freight services, but passenger railroad service ended in 1969.<sup>23</sup> The railroad company demolished the historic depot in 1997, and several historic commercial buildings in the 100 block of W. Reed Street. were destroyed by fire and neglect during a mild decline in the late twentieth century. During the mid-twentieth century, the locally-termed “Levee District” referred to a grouping of vice businesses housed in commercial buildings along the 100 block of W. Reed Street. and the 200 block of N. Clark Street.<sup>24</sup> The Levee District refers to types of businesses that occupied commercial buildings in a grouping and was not a permanent association. Prior to the local association with the 100 block of Reed Street, the Levee District was located in an area between Reed Street. and Rollins Street.<sup>25</sup>

The historic downtown remains largely nineteenth-century in character, though some retailers installed new facades to modernize the appearance of their buildings in the twentieth century (300 W. Reed Street, Inventory #1, is a 1963 remodel that added an exterior façade to a historic commercial building). Additionally, commercial buildings and institutional buildings constructed in the 1980s and 1990s replaced some of the original brick commercial buildings, especially in the north portion of the 100 block of Reed Street. The reservoir north of the city center was drained and is currently forested.

### **W. Reed Street. as a Commercial Thoroughfare**

Moberly’s nineteenth-century downtown business district was primarily confined to the area immediately west of the north-south railroad track that paralleled N. Sturgeon Street and extended west five blocks to Johnson Street. Outlying surrounding development continued a grid street pattern with residential development and light industrial along main transportation corridors, which were initially railroad tracks and later main roads. West Reed Street, an east-west road, had the densest commercial development and was the location of the railroad passenger depot that was a focal point for the railroad town. West Reed Street and nearby N. Clark Street were almost entirely commercial by 1884 and the few institutional uses -- a Masonic Lodge, a post office, and a court-- easily fit into the commercial building form that characterized the street.<sup>26</sup> Two large hotels had prominent corner lots and smaller retail storefronts housed grocery stores, restaurants, drug stores, clothing stores, shoe stores, banks, and saloons. Fourteen businesses had lodging on the second floor and many also had office space.<sup>27</sup>

The Merchant’s Hotel at 208 W. Reed Street was in operation in 1884, the earliest year Sanborn Maps are available in Moberly. The three-story building anchored the southwest corner of W. Reed Street and N. Clark Street until 1970 when it was demolished and replaced with the current Commerce Bank building that occupies the historic footprint and maintains the scale of the previous building. The Florence hotel occupied the southwest corner of W. Reed Street and Sturgeon Street as early as 1884. It became the Oliver Hotel and later the American Hotel and was still in operation in 1966.<sup>28</sup> The buildings on the eastern portion of the 100 block of W. Reed Street were demolished and replaced with a health care building on the south side of W. Reed Street and the Moberly City Hall on the north side of W. Reed Street during the 1990s. These two non-historic buildings severed the visual connection between the commercial building on the eastern end of W.

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<sup>23</sup> Summary of businesses along W. Reed Street. from City Directories. Vertical File W. Reed Randolph County Historical Society, Moberly Randolph County, MO.

<sup>24</sup> Steven E. Mitchell and Mary Aue Mitchell. *Survey Report: Moberly Randolph County, Architectural/ Historical Survey.*( Moberly, Randolph County, 2007), 38.

<sup>25</sup> Ibid.

<sup>26</sup> Sanborn Fire Insurance Map Moberly, Randolph County, 1884, sheets 1, 2, 3 and 4.

<sup>27</sup> Ibid.

<sup>28</sup> Summary of businesses along W. Reed Street. from City Directories. Vertical File W. Reed Randolph County Historical Society, Moberly Randolph County, MO.

Reed Street and the railroad depot and tracks. The remaining historic fabric on the 100 block of W. Reed Street is associated through design, massing, materials and function to the Moberly Commercial Historic District.

The extant row of narrow, two story brick commercial buildings at the southeast corner of W. Reed Street and N. Clark Street (124, 122, 120, and 118 W. Reed St., Inventory #s 7, 8, 9, and 10) appear on the 1881 Bird's Eye View map and have a circa 1870 construction date.<sup>29</sup> Two other commercial buildings filled the remainder of the block in 1884 and are no longer extant. Flanked by two large hotels on the east and the west, these buildings contained a barber shop and cigar factory, a barber and boots and shoe store, meat market, bakery and grocery, and a saloon in 1884.<sup>30</sup> Three buildings had lodging on the second floor and one included a Masonic lodge, in keeping with the common trend of mixed use buildings with retail on the ground floor and lodging or offices on the second.

The north side of the 100 block of W. Reed Street contained retail stores, drug stores, saloons, restaurants, and dry goods with lodging and offices on the second floor in 1884. The Globe Hotel occupied the northwest corner of W. Reed and Sturgeon Streets in 1899 and had several name changes, but remained on that corner into the twentieth century. In the 1970 City Directory, it is listed as the Randolph Hotel.<sup>31</sup> The western portion of the north side of the 100 block of W. Reed Street contained a larger commercial building at the corner and several narrow buildings filling the remainder of the lot to the alley. The buildings housed stores from the 1880s through the twentieth century when many of the businesses in the 100 block became saloons, billiards halls, and liquor stores. In 1950, the north side of the 100 block of W. Reed contained the Randolph and Moser hotels to the east and a furniture store, barber shop, retail stores and an office on the west portion.<sup>32</sup> The Randolph Tavern fire in 1968 destroyed much of the historic fabric on the north side of the 100 block of W. Reed Street. Currently, two municipal buildings occupy the north side of the block.

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<sup>29</sup> Bird's Eye View of Moberly, Randolph County. (J.J. Stoner Madison, WI, 1881).

<sup>30</sup> Sanborn Fire Insurance Map Moberly, Randolph County, 1884, sheets 1, 2, 3 and 4.

<sup>31</sup> City Directory Moberly, Randolph County, 1969-1970. On File at the Randolph County Historical Society, Moberly, MO.

<sup>32</sup> City Directory Moberly, Randolph County, 1950. On File at the Randolph County Historical Society, Moberly, MO.

Figure 11. A circa 1965 aerial photo of Moberly showing the historic railroad depot and W. Reed Street.



## SURVEY RECOMMENDATIONS

The Moberly Downtown East Historic Resources Survey evaluated all of the buildings within the survey area individually and within the context of the surrounding streetscape and the adjacent historic district. While the survey area includes commercial and institutional buildings, along with vacant space and parking lots, a clear pattern emerges that strongly associates portions of the 100, 200, and 300 block of W. Reed Street with the Moberly Commercial Historic District. Together, the resources reflect the continuum of commercial development from the focal point of the historic railroad depot at the corner of W. Reed Street. and N. Sturgeon Street. that continued westward to become the historic fabric of Moberly's commercial center. They share the characteristics defined in the National Register of Historic Places Nomination Form Moberly Commercial Historic District section 7, page 1 that elaborate the primarily two- and three-story masonry buildings built side-by-side with no front or side-lot setback. Elongate window proportions and cornices of metal wood and corbeled brick are common shared design features that characterize the resources as nineteenth century commercial buildings.<sup>33</sup>

### **Expansion of Moberly Commercial Historic District Boundaries**

This report recommends an expansion of the Moberly Commercial Historic District boundaries to include resources addressing W. Reed Street on the south side of the 300 and 200 block, along with the north and south side of the western portion of the 100 block (*Figure 12*). Including this linear stretch of Reed Street. will enhance the existing district by including an area historically associated with the hub of commerce in Moberly near the railroad depot. Although no longer extant, the depot provided the focal point and the eastern boundary of the town's main commercial thoroughfare, W. Reed Street. The 100 block of W. Reed Street was the area immediately adjacent to the depot. It was the first block of businesses available to railroad passengers and developed simultaneously with the five blocks extending to the west that formed Moberly's principal nineteenth-century commercial corridor. The 1870s and 1880s development was cohesive in scale of primarily two-story buildings executed in brick and facing W. Reed Street with pedestrian storefront façades. The 100, 200, and 300 blocks of W. Reed Street exemplify that character and housed businesses consistent with the main five-block corridor that contained retail, offices, lodging, and hotels.

The additional resources retain the same physical and functional characteristics as the existing district and are a logical expansion of its boundaries to include all similar related resources. The railroad Depot and the commercial resources at the east end of W. Reed Street are no longer extant, therefore severing the visual relationship between the railroad and the primary commercial strip of downtown Moberly. Instead, the remaining historic resources on the eastern section of W. Reed Street are a visual extension of the existing Moberly Commercial Historic District.

Some historic fabric in the 100 and 200 block of W. Reed Street. burned in the late twentieth century and several commercial buildings have been replaced with non-historic buildings, but the area retains resources, setting, feeling, and association with the historic district. Three contributing historic resources in the 100 block of W. Reed are clearly associated with Moberly's initial commercial development in the 1870s (124, 120,

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<sup>33</sup> David L. Taylor. *National Register of Historic Places Registration Form Moberly Commercial Historic District.* (National Parks Service 2012), 7-1.

and 118 W. Reed Street, Inventory #s 7, 9, and 10). This grouping of four buildings maintains its massing, materials, detailing, and storefront arrangement fronting W. Reed Street. that characterizes the historic corridor. One of the four buildings, 122 W. Reed Street, (Inventory # 8) has alterations to its front façade that compromise its integrity and is therefore non-contributing. Although recommended as non-contributing, it does maintain the scale, height, width, and function of the surrounding buildings in the district.

The 200 block of W. Reed Street contains some resource constructed in the late twentieth century, but maintains the scale of historic commercial buildings and the relationship to the street grid and road. Commercial buildings on the south side of the 200 and 300 blocks face W. Reed Street. and maintain the continuity of the block. Shallow setbacks with a sidewalk between building and street maintain the cohesive streetscape view that characterizes the district. Buildings rounding the 200 block anchor the corners and provide continuity to connect the 100 block to the rest of the district to the west (*Figure 13*).

Figure 12. The current Moberly Commercial Historic District and proposed expanded boundaries. Source: Google Maps 2016.

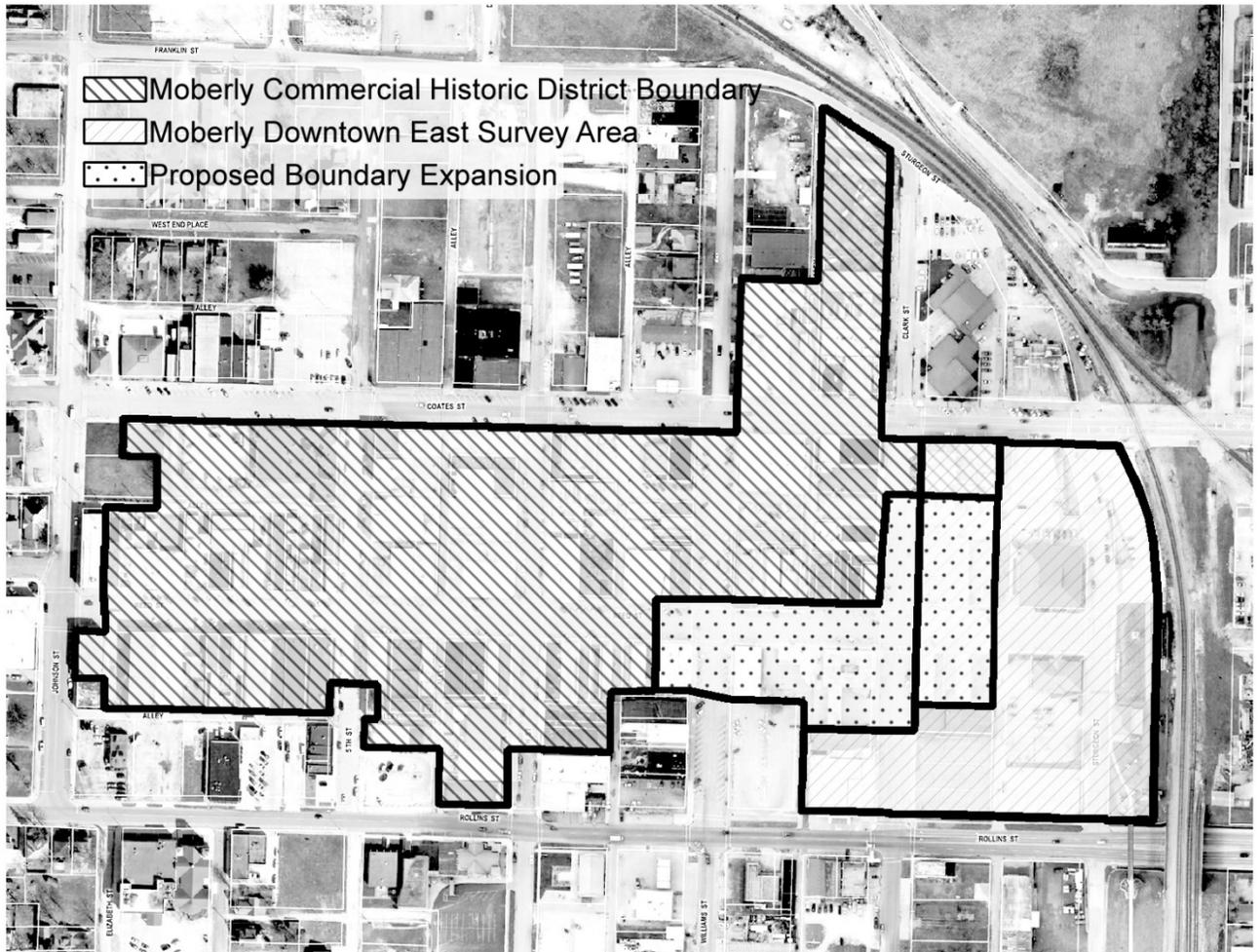


Figure 13. View of the Moberly Commercial Historic District looking west with the south side of the 100, 200 and 300 block of W. Reed Street. showing compatible building heights and a consistent streetscape. Photograph by: Sophie Roark



The north side of the 100 block of W. Reed Street currently contains surface parking that provides a line of sight to a cluster of 1870s commercial buildings fronting the 200 block of N. Clark Street that are similar in scale, materials, and detailing to the recommended contributing buildings at 124, 122, and 118 W. Reed Street. (Inventory #s 7, 9, and 10) (Figure 14). The buildings on the north half of the W. Reed St.'s 100 block that front N. Clark Street are currently included as contributing resources in the Moberly Commercial Historic District. Extending the boundary to include the associated development along the 100, 200 and 300 block of W. Reed Street would encompass related historic resources and would provide a logical eastern boundary that more accurately represents extant historic resources associated with commercial development in Moberly.

The current southeastern and eastern boundaries of the Moberly Commercial Historic District are irregular and exclude some non-historic commercial buildings, but also isolates and excludes historic resources that are associated with the Moberly Commercial Historic District and retain sufficient integrity to convey their significance and association. The recommended expansion on the east will include eastern portions of W. Reed Street that developed concurrently and still contain the character, scale, and feel of the historic district. The proposed boundary expansion would clarify the eastern end of the historic district by including a linear area of historically-associated commercial streetscape. Further, including the resources in the 100, 200 and

300 block of W. Reed Street will create a more continuous orthogonal southeastern boundary that will provide the resources on Clark Street (222, 220, 218 and 216 N. Clark St., Inventory #s 16, 17, 18, and 19 are in the Moberly Commercial Historic District) their associated historic setting (*Figure 15*). Finally, expanding the Moberly Commercial Historic District boundary to include portions of the 100, 200 and 300 block of W. Reed Street. will encompass resources that accurately define the eastern boundary of extant historic resources associated with the context and themes elaborated in the National Register of Historic Places Nomination Form Moberly Commercial Historic District. Photos 2, 3, 4, 5, and 6 in the National Register of Historic Places Nomination Form Moberly Commercial Historic District show streetscapes that illustrate a similar character to resources identified for inclusion in a potential boundary expansion.

*Figure 14.* The south side of the 100 block of W. Reed Street contains four, two-part commercial blocks.





Figure 15. The 200 block of N. Clark Street. includes a group of four, two-part commercial blocks that are contributing resources in the Moberly Commercial Historic District.



### North, east, and southwest district boundaries

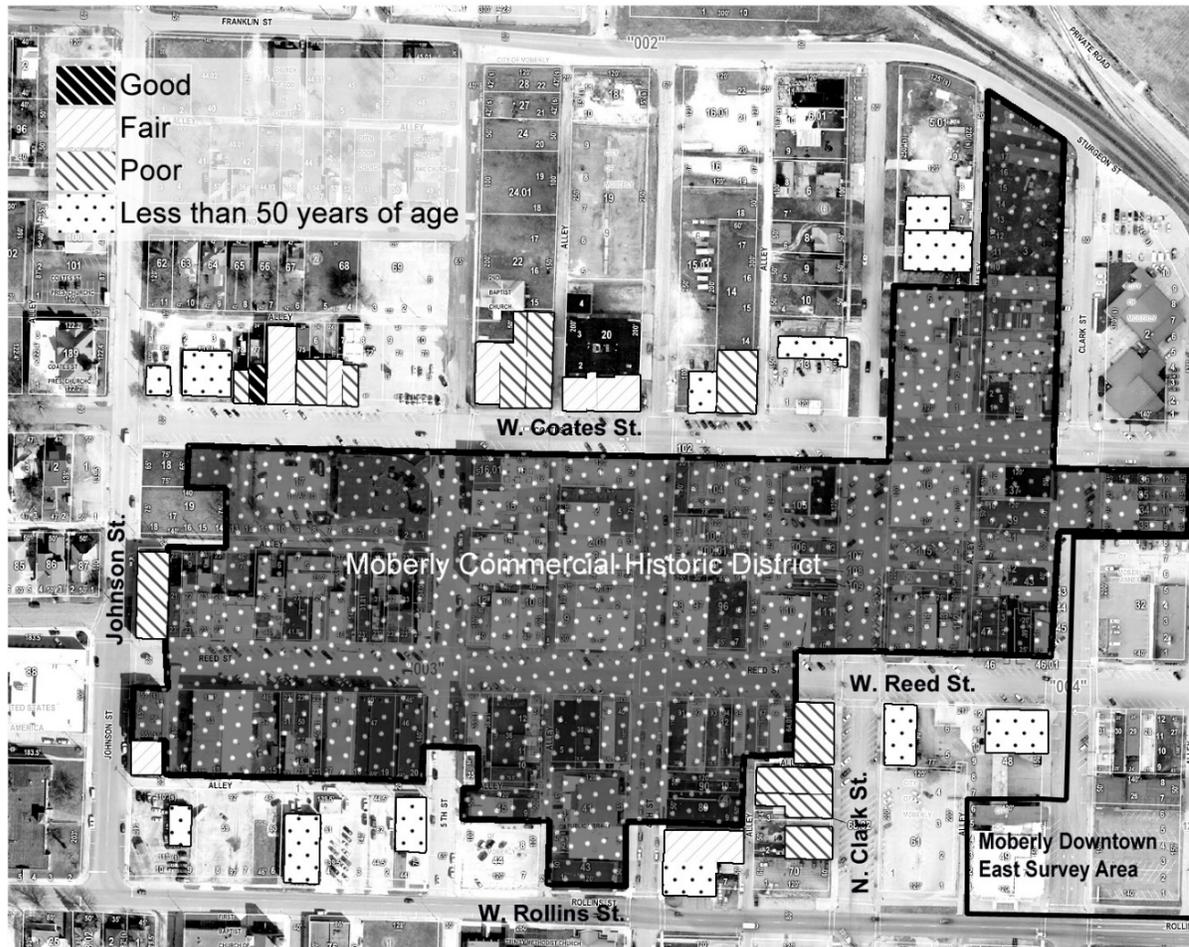
The Moberly Commercial Historic District nomination form lacks a strong boundary justification for the current boundaries.<sup>34</sup> The current Moberly Commercial Historic District boundary includes some partial blocks in an irregular pattern on the north side of Coates Street, the southern portion of blocks south of W. Reed Street, and the western boundary along Johnson Street. Since this report is recommending altering existing boundaries, the survey team conducted a windshield survey of properties surrounding the current boundary and noted age and an integrity assessment of each property (*Figure 16*). A commercial building at 401 N. Coates Street north of the current district boundary, has recently had non-historic metal siding removed from its façade. The removal of non-historic material can change an integrity assessment and can change a resource's status. In this case, that single building did not alter the prevailing patterns of extant resources and the windshield survey, for the most part, confirmed the validity of the north, west, and south district boundaries.

A summary assessment confirms that the current western boundary of the Moberly Commercial Historic District represents the end of commercial development along the main W. Reed Street corridor where the road meets Johnson Street and the character of the built environment changes to institutional and residential. Indeed, W. Reed Street. is discontinuous west of Johnson Street. where it terminates and then continues west

<sup>34</sup> David L. Taylor. *National Register of Historic Places Registration Form Moberly Commercial Historic District*. (National Parks Service 2012), 10-31.

of Hagood Street. The western boundary excludes two parcels abutting Johnson Street, and therefore represents the western end of extant historic resources. The properties on the north side of Coates Street, and in the southern portion of the blocks south of W. Reed Street, represent a mix of non-historic buildings and historic-age buildings that lack sufficient integrity to be contributing resources in the district. Therefore, those boundaries represent and include the significant cluster of extant historic resources on the south side of Coates Street and the southwest side of W. Reed Street.

Figure 16. Current Moberly Commercial Historic District with surrounding resources labeled by integrity assessment. Source: Google Maps 2016.



## NATIONAL REGISTER ELIGIBILITY

Based on dates of construction, architectural integrity, and historical associations, the survey data identified three resources that appear eligible for listing in a historic register as well as resources that do not appear to be register-eligible.<sup>35</sup> While a majority of resources lack the distinction necessary for individual listing with the exception of the Municipal Auditorium detailed below, there is a concentrations of resources that could be

<sup>35</sup> Appendix A contains complete survey results.

included in the Moberly Commercial Historic District. No resources built after 1967 appear to meet criteria for exceptional significance.

### **INDIVIDUALLY ELIGIBLE RESOURCES**

The survey identified one building that appears to meet at least one of the four National Register Criteria for Evaluation and retain sufficient architectural integrity and historical associations to qualify it for individual listing with local significance in the National Register of Historic Places. The Municipal Auditorium at 201 W. Rollins Street. (Inventory #4) is a significant example of the Streamline Moderne style executed in a 1930s-era civic building. The resource was identified in a 2007 survey and recommended for individual listing in the NR in that document also.

### **HISTORIC DISTRICT**

A historic district is a grouping of resources that shares significant associations of history and/or architecture. These resources must be located in a concentrated geographical area to create a unified entity that is clearly distinct from the resources outside the district boundaries. Resources within a historic district can include individually distinctive resources (resources that might also qualify for individual register listing) as well as resources that lack the qualities of design or association to merit individual listing. District boundaries can encompass resources that lack integrity or association with the historic context and are considered “non-contributing,” although resources of this type must be a minority within the district.

The Moberly Commercial Historic District, listed in 2012, includes eighty-nine contributing and twenty-seven non-contributing historic resources that are significant under Criterion A for historical associations in the area of commerce and under Criterion C for architecture. The district is focused around four blocks of W. Reed Street. and surrounding commercial buildings that represent Moberly’s commercial development during the period of significance, circa 1880 to 1963.<sup>36</sup> The recommended boundary expansion would add **eleven** resources, including eight buildings, one vacant lot, and two parking lots (structures). Of the eleven resources, **three** are recommended as **contributing** to the Moberly Commercial Historic District and **seven** are recommended as **not-contributing** because they lack integrity or are less than fifty years of age and do not exhibit exceptional integrity. Adding these additional resources would result in ninety-two contributing historic resources and thirty-three non-contributing resources, a ratio that maintains a majority of contributing resources in the district.

### General Registration Requirements

Resources eligible for listing as a contributing property to a historic district must retain the architectural and structural features that tie the resource to its original function and period of significance. Alterations to primary building facades are acceptable if they do not alter a significant portion of the façade, if the changes are reversible, and if the original appearance of the façade can be restored. Infill of original fenestration openings should not destroy or obscure the original openings and should be fully reversible. The resource should represent a style of architecture or a type, period or method of construction and should retain sufficient integrity of design, materials, and workmanship to represent the style or the property type.

### **CONTRIBUTING RESOURCES**

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<sup>36</sup> David L. Taylor. *National Register of Historic Places Registration Form Moberly Commercial Historic District*. (National Parks Service 2012), 2.

Contributing resources do not meet the criteria necessary to merit individual listing on the historic register, although they represent significant associations and retain sufficient integrity to be contributing resources to a historic district. It is possible that additional research, beyond the scope of this project, could identify an area of significance or important historical associations for a Contributing resource that would change its status to Individually Eligible. Three resources in the survey area are recommended as potentially contributing resources to the potential expansion of the Moberly Commercial Historic District. 124, 120, and 118 W. Reed Street. (Inventory #s 7, 9, and 10) are circa 1870 two-part brick commercial buildings that address W. Reed Street. The buildings are in a group of four buildings that share walls and represent the density of nineteenth century commercial development that had rectangular footprints and a narrow façade with a storefront. Despite minor changes, mostly to storefronts, as was common for commercial buildings in continuous use, the buildings retain their minimal detailing, second story window openings, and open storefronts that characterize them as pedestrian entry retail stores. The building at 122 W. Reed Street (Inventory #8) is part of this grouping, but does not retain integrity of materials as the front and side facades have been covered with metal siding and the windows, doors, and storefront have been replaced. If siding is removed and the historic façade is intact underneath, the building should be reevaluated for a potential change in non-contributing status.

#### **NON-CONTRIBUTING RESOURCES**

Non-Contributing resources are those that have lost significant integrity and/or are less than fifty years of age and, therefore, do not merit consideration for National Register listing at this time. Several buildings in the survey area represent a continuation of the Moberly Commercial Historic District, but are recommended as non-contributing elements to a potential expanded historic district. The buildings are 300 West Reed Street (Inventory #1) houses a radio station in the historic City Bank Building. KWIX remodeled the building in 1963 and although it no longer retains integrity of its original design, the initial remodel occurred within the Moberly Commercial Historic District's period of significance.<sup>37</sup> The current façade appears to be an even later remodel based on periodical description of the 1960s exterior materials.<sup>38</sup> The building retains the same scale and relationship to the street as its surrounding historic resources so that it anchors that corner of the intersection and provides visual continuity to the streetscape. The buildings at 220 and 208 W. Reed Street (Inventory #s2 and 3) are also non-historic commercial buildings that are less than 50 years of age. The building at 220 W. Reed (Inventory #2) is a one-story commercial building and 208 W. Reed Street (Inventory #3) is a circa 1970 brick Commerce Bank Building that occupies the footprint of the historic nineteenth century Merchant's Hotel it replaced. These two buildings anchor the northeast and the northwest corner of the south side of the 200 block of W. Reed Street. Their sympathetic scale and setback maintain the streetscape aesthetic that continues to the east and west. Landscaping, signage, and parking associated with the Commerce Bank Building (Inventory #3) occupy the remaining streetfront on the south side of the 200 block of W. Reed Street.

The buildings at 200 N. Clark Street (Inventory #15) is a one-story brick municipal building constructed circa 1985. The rectangular plan building abuts the alley separating the north side of the 100 block of Reed Street. An adjacent asphalt parking lot borders the building on the west side. The building is less than 50 years of age

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<sup>37</sup> Radio Station Will Occupy New Home After Christmas. *Moberly Monitor-Index*, December 19, 1963.

<sup>38</sup> A 1963 periodical described the exterior as aluminum panels. The current exterior is EIFS or an exterior insulating finishing system.

and is recommended as non-contributing. Its low profile and open space of the parking lot provides a view and physical connection to a group of four historic buildings on the north side of the block (222, 220, 218, and 216 N. Clark Street, Inventory #s 16, 17, 18, and 19) that all front N. Clark Street. The buildings are included in the Moberly Commercial Historic District and are part of the same early commercial development that characterized W. Reed Street. during the 1870s and 1880s.

# CONCLUSION

## **CAPITALIZING ON THE HISTORIC COMMERCIAL ASSETS OF MOBERLY**

The historic commercial center of Moberly anchored by W. Reed Street, and the commercial buildings surrounding this core, illustrate the development of Moberly from a planned railroad town to a thriving commercial trade center at a main transportation junction in central Missouri. The buildings in this survey tell a unique and important story. They define the commercial history of the community and provide tangible reminders of the past that create a unique sense of place. The on-going continuum of development already obscures some of the area's beginnings and early development. As Moberly's commercial core continues to evolve, change provides the opportunity to strengthen and enrich its visual character and to enhance the quality of life already appreciated by residents and visitors.

The goal of this survey was to identify and evaluate historic resources as part of on-going efforts to maintain a vital commercial center and to move toward change in a positive manner — as a catalyst for capitalizing on the synergy of the old and new. To achieve this goal, it is necessary first to recognize and understand the assets that contribute to the survey area's unique physical and cultural character; and to develop goals, policies, and initiatives to assist the City and the community in the future identification, interpretation, evaluation, and protection of its remaining cultural resources.

The survey findings can provide the basis for many preservation decisions, including nominating eligible buildings and districts to the National Register of Historic Places and evaluating the impacts of government actions on historic resources. As a planning tool, the National Register encourages preservation without public control over private property interests. Listing a property does not impose responsibilities upon the private property owner for maintenance or restoration, but can provide owners with access to financial incentives. Survey results can also help the City better protect its historic resources by raising awareness among the public of the significance of the city's building inventory and by boosting interest in private investment in the rehabilitation of historic buildings for new uses.

## **BENEFITS OF PRESERVATION**

Preservation has its own intrinsic value in celebrating a community's history. As noted by John W. Lawrence, former Dean of the School of Architecture at Tulane University, it enables the citizens of today and tomorrow "to understand the present as a product of the past and a modifier of the future." It allows a greater awareness of the relationships of the past, the present, and the future — a deeper understanding of the continuity and contrasts of life.

Another compelling argument for protecting historic resources is simply that people like them. People seek out historic settings because they offer quality craftsmanship and materials, create variety, and encourage human interaction in a familiar context. Moreover, preservation has proven value as a tool for economic development.

As described by nationally recognized real estate professional Donovan D. Rypkema in his book *The Economics of Historic Preservation*, commitment to preservation may be one of the most effective acts of fiscal responsibility governmental entities can undertake. Older neighborhoods and commercial centers represent a considerable taxpayer investment in infrastructure and building stock. Conservation of buildings, neighborhoods, and sites of historic and aesthetic value is one of the best tools for recovering the worth of past investments while fueling new economic activity.

#### **SOME BENEFITS OF HISTORIC PRESERVATION**

- ✓ The physical appearance of its buildings and Street.scapes reflects the community's overall vitality and economic health.
- ✓ Maintaining the vitality of the city's older commercial and residential areas, by rehabilitating older buildings and designing quality new buildings, can attract larger commercial ventures to the community, even if these ventures do not locate in the historic core of the city.
- ✓ Rehabilitation of individual buildings is more attainable and stabilizing to a local economy than a single large economic development project.
- ✓ Cultural resources represent the unique evolution, history, and diversity of a community and a region and differentiate them from other areas. Rehabilitating older buildings and sites distinguishes one community from another by preserving the unique character of each.
- ✓ The value of a property is determined by the buildings, public improvements, and activities around it. Rehabilitation of a historic property directly benefits adjacent property owners and nearby businesses.
- ✓ The value of rehabilitated properties in a city's historic core increases more rapidly than the real estate market in the larger community.
- ✓ Older buildings are ideal for many smaller and start-up businesses, which typically generate a majority of new permanent jobs.

The most successful revitalization efforts in the country utilize historic rehabilitation as the core of their revitalization strategies. These efforts document that the most successful approach to create sustainable communities merges the old and the new. The creative combination of preservation, adaptive reuse, and new construction capitalizes on the aesthetics and craftsmanship of other eras, provides opportunities for architectural innovation, and promotes problem-solving, thereby enhancing the community's character and fabric.

The State of Missouri and the federal government recognize the role rehabilitation of historic buildings can play in strengthening the local economy. To encourage sustainable neighborhoods and communities as well as to encourage preservation of important cultural resources, they provide incentives to encourage rehabilitation

of historic buildings. The investment tax credit for rehabilitation of historic buildings is available from both the state and federal governments.

The **20 percent Federal Historic Rehabilitation Tax Credit** applies to owners and some renters of income-producing National Register listed properties. All residential and commercial properties (income-producing and owner-occupied) listed in the National Register of Historic Places and the Register of Historic Kansas Places are eligible for a **25 percent Missouri Historic Preservation Tax Credit**. When used together, the federal and state tax credits provide a significant financial incentive.

In exchange for the tax credits, the rehabilitation work must comply with the Secretary of the Interior's *Standards for Rehabilitation*. The Secretary's Standards are designed to address changes that will allow older buildings to function in the twenty-first century. The common sense guidelines address new construction as well as the rehabilitation of historic buildings. Several properties in the survey area have already taken advantage of the tax credits with dramatic results.

In addition to the economic advantages to preservation, preservation is also an effective and important tool for the conservation of natural resources. After years of exploiting resources, people are now considering how their surroundings fit into the larger environment. Better stewardship of older buildings and structures recognizes the important embodied energy contained in built resources. Buildings contain energy that has already been expended, materials that have been mined or harvested, manufactured, shipped, and assembled. Material from demolished buildings accounts for up to 40 percent of landfill materials, the cost of which is indirectly borne by taxpayers. At the same time, new construction consumes new energy and resources.

When considered together – the embodied energy, the cultural memory, the craftsmanship and artistry – preservation provides a critical mechanism to ensure the long-term vitality and sustainability of our unique built environments. Financial incentives, such as historic tax credits, provide the means to encourage individual owners to take actions that benefit our communities as a whole.

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# **APPENDIX A SURVEY FORMS**