



REPORT TO APPLETON HISTORIC PRESERVATION COMMISSION

Historic Preservation Commission Meeting Date: June 18, 2019

Item: National Register of Historic Places Nomination – Appleton Post-Crescent Building located at 306 West Washington Street

Item Received: May 31, 2019

Case Manager: Don Harp

BACKGROUND INFORMATION

On May 31, 2019, staff received a request from Rachel Barnhart, Associate with MacRostie Historic Advisors, LLC requesting the Historic Preservation Commission to review and comment on the draft nomination for the Appleton Post-Crescent Building located at 306 West Washington Street to the National Register of Historic Places.

Under terms of the Certified Local Government (CLG) program, the Appleton Historic Preservation Commission is included in the National Register nomination process for all property within the City of Appleton. The nomination process is as follows:

- Afford the public a reasonable opportunity to comment on the nomination;
- Prepare a report/recommendation as to whether or not the subject property is eligible for National Register listing per eligibility criteria within 60 days of the receipt (May 31, 2019) of the nomination.

The owner has retained MacRostie Historic Advisors, LLC to nominate the subject property to the National Register of Historic Places. Attached includes a copy of the nomination for your review and comment.

NOMINATION REVIEW

National Register Criteria: The nomination has identified that the Appleton Post-Crescent Building meets the following National Register criteria:

1. Criteria A: The building is associated with events that have made a significant contribution to the broad patterns of our history (attached). The area of significance identified is COMMUNICATIONS with a Period of Significance of 1932 - 1972.

Conclusion of Significance:

The Appleton Post-Crescent Building at 306 West Washington Street in Appleton, Outagamie County, Wisconsin is eligible for listing in the National Register at the local level under Criterion A for significance in the area of COMMUNICATIONS. The nominated building was constructed as the headquarters, housing both offices and printing presses, for the *Appleton Post-Crescent* newspaper in 1932. The non-partisan *Appleton Post-Crescent* newspaper was formed in 1920 from the merger of two partisan newspapers, the *Appleton Crescent* and the *Appleton Post*. The *Appleton Post-Crescent* has served as Appleton's primary printed news source and only daily newspaper since 1920. The first Sunday edition of the *Appleton Post-Crescent* was published on September 24, 1961, marking the first time that a newspaper was available in Appleton and the surrounding area seven days per week. In 1964, the newspaper removed "Appleton" from its masthead and became simply the *Post-Crescent*, reflecting its expanded area of coverage and circulation. The newspaper covered not only local and regional newsworthy stories for the citizens of Appleton and the Fox River Valley, but also reported on national and international news. In the 1950s, *Appleton Post-Crescent* editor, V.I. Minahan coined the term "Fox Cities" to refer to the newspaper's expanding metropolitan area along the Fox River Valley. Historian Matt Carpenter of the Outagamie County Historical Society stated, "The *Post-Crescent* is an important factor to our sense of community and dialogue in the Fox Cities region."⁷²

The *Appleton Post-Crescent* added three additions to the original 1932 building in 1951, 1972, and 1991 to update its facilities as the newspaper's circulation area expanded and new technologies were adopted. The newspaper continually integrated new printing press and composing technologies to create a more efficient daily printing operation and offer a newspaper with sharper and higher-resolution photographic images and text. The period of significance of the nominated building begins in 1932 with the construction of the Art Deco-style original portion of the headquarters and ends in 1972, when the last historic and significant addition to the building was constructed.

⁷² Oppmann, *Fox Cities Memories*, 126.

Historic Preservation Commission Action Required Pending Review and Discussion: If the Commission determines the draft nomination form adequately documents the historic resource and satisfies the National Register eligibility criteria, staff recommends the following action be taken:

RECOMMENDATION

Based upon the attached nomination form, the Historic Preservation Commission recommends *approval* of the draft nomination to the National Register of Historic Places for the Appleton Post-Crescent Building located at 306 West Washington Street.