

Commercial District, City of Moberly, Randolph County, Missouri

Report Completed for the City of Moberly, Missouri by Keenoy
Preservation, St. Louis, Missouri

2017/2018

Project # 29-17-151350-019

Table of Contents

Objectives.....	1
Survey Methodology.....	3
Previous Studies Within the Survey Area.....	5
Period of Significance – Expanded Downtown Commercial District – c. 1870-1976.....	6
Evaluation of Contributing v. Non-Contributing Properties.....	7
Evaluation of Vacant Lots and Parking Lots.....	8
Geographical Description.....	10
Historic Contexts.....	14
Moberly’s Early Commercial and Industrial Importance: Railroad Era, 1858 – 1900.....	18
Reshaping Moberly’s Commerce and Industry: Rise of the Automobile, 1900 – 1945.....	25
Commerce, Industry and Transportation, Postwar Moberly: Golden Age, 1946 - 1976...	32
Survey Results.....	45
Recommended Updates – Moberly Commercial Historic District (NRL 2012).....	46
Vacant Lots in Downtown Moberly.....	47
Commercial Historic District Criteria and Contributing/Non-Contributing Properties....	47
Auto-Related Historic District – Morley Street.....	50
Individually Eligible Properties.....	51
Architectural Styles and Property Types.....	68
American Foursquare.....	68
Art Deco Style.....	69
Automobile Sales and Service.....	70
Beaux-Arts.....	72
Colonial Revival Style.....	73
Egyptian Revival Style.....	73
Folk Victorian.....	74
Gothic Revival Style.....	75
International Style.....	76
Italianate Style.....	76
Modern Movement.....	77
Moderne Style.....	78
Neoclassical and Classical Revival Styles.....	78
Neo-Colonial or New Traditional Colonial Revival Style.....	79
Neo-Mansard Style.....	80
New Formalism.....	81
One-Part Commercial Block.....	82
Two-Part Commercial Block.....	83
Warehouse/Industrial Blocks.....	87
Property Types in the Survey Area.....	89
Recommendations.....	90
Bibliography.....	95

Figures

Figure 1. Location Map. Moberly is identified by the star	10
Figure 2. Map of the 2017-2018 Historic/Architectural Re-Survey	11
Figure 3. Map of Moberly’s Downtown Historic District (2012)	12
Figure 4. Map of Moberly Downtown District Expansion area	13
Figure 5. Proposed National Register district at the intersection of Rollins and Morley Streets ..	13
Figure 6. W. Reed Street from N. Fourth Street; view is west. Postcard c. 1910.....	14
Figure 7. Moberly’s first high school	15
Figure 8. 1884 Sanborn Map, Moberly.....	16
Figure 9. As illustrated in the city’s 1909 Sanborn Fire Insurance Maps, industry	17
Figure 10. Sanborn Fire Insurance Map of Downtown Moberly, 1884.....	20
Figure 11. 118-124 W. Reed Street	21
Figure 12. 100 N. Sturgeon was constructed in 1890 as an express office.....	22
Figure 13. 209 W. Coates Street, Fennel Carriage	23
Figure 14. Advertisement for Fennel Auto & Body Works.....	23
Figure 15. Reed Street c. 1901	24
Figure 16. Carnegie Library, Moberly, Missouri.....	25
Figure 17. Sanborn Maps, Moberly	26
Figure 18. Moberly’s Municipal Auditorium, grand opening	28
Figure 19. Advertisement for John P. Beuth’s bicycle services, 1907	29
Figure 20. Advertisement for Davin & Sons, 401 W. Coates Street	30
Figure 21. By 1920, Davin & Sons was in the automobile business by the 1920s.....	31
Figure 22. 401 W. Coates Street during the time the building was used as Noll Motors	31
Figure 23, 1948 Sanborn Map illustrating the intersection of Morley and Rollins Streets	33
Figure 24. Morley Street Underpass was constructed to aid auto traffic on Morley Street.....	34
Figure 25. Moberly’s school children gather for departure of the city’s last passenger train	35
Figure 26. 100 Block of Reed Street in the 1920s (Shriner’s Parade).....	36
Figure 27. Fire in 1966 destroyed three buildings at the intersection of W. Reed and N. Fifth....	37
Figure 28. The corner lot of W. Reed Street destroyed by fire in 1966 supports this building.....	37
Figure 29. The 300 block of W. Reed Street was damaged by fire in 1972, current view	38
Figure 30. 416 W. Reed Street, which formerly held J.C. Penney’s	39
Figure 31. 500 W. Coates Street reflects new buildings constructed downtown	40
Figure 32. Moberly’s Federal Building/Post Office, 1961	41
Figure 33. Commerce Bank at 208 W. Reed Street was constructed in 1970	41
Figure 34. 101 S. Fourth Street, view is southwest	53
Figure 35. 101 S. Fourth Street, view is southwest	53
Figure 36. Moberly Junior High School (aka Moberly Central High School)	54
Figure 37. 109 N. Clark Street, view is northwest.....	55

Figure 38. Fourth Street Theatre in downtown Moberly	56
Figure 39. Moberly’s Public Library at 111 N. Fourth Street	57
Figure 40. 113 S. Williams Street (left) and 111 S. Williams Street (right).....	58
Figure 41. 199 Johnson Street is an excellent example of an International Style post office	59
Figure 42. 205 W. Reed Street is a contributing property	60
Figure 43. 208 W. Reed Street is recommended as contributing.....	61
Figure 44. 223 N. Williams Street was originally a post office.....	62
Figure 45. 225 W. Coates Street, view is northeast	63
Figure 46. Locally known as “The Beanery,” 244 N. Moulton.....	64
Figure 47. 401 W. Rollins Street is individually eligible under Criterion	65
Figure 48. 514 W. Rollins Street. This image depicts the 1905 primary church.....	66
Figure 49. 514 W. Rollins. This photo illustrates the wing constructed in 1960.....	66
Figure 50. 542-546 Johnson Street, view is northeast	67
Figure 51. 315 N. Williams Street is an example of an American Foursquare dwelling	69
Figure 52. 103 S. Morley was constructed c. 1925 as an automobile dealership	71
Figure 53. 101 N. Morley Street was constructed as a Shell Service Station c. 1945	72
Figure 54. 323 N. Williams Street –Folk Victorian.....	75
Figure 55. 320-322 W. Reed Street is one of several Italianate style commercial buildings.	77
Figure 56. 541 W. Coates Street is an example of the Neo-Colonial Revival style	80
Figure 57. 110 N. Fifth Street is a good example of the Neo-Mansard style	81
Figure 58. 510-512 W. Rollins Street is an example of a one-part commercial block.....	82
Figure 59. 104 W. Coates Street has both two-part and one-part commercial blocks.....	84
Figure 60. 531 W. Reed Street is an example of a two-part commercial block	84
Figure 61. 101 W. Coates Street was constructed in 1919 as a grocery warehouse.....	88
Figure 62. Chart illustrating breakdown of property types within the survey area.	89
Figure 63. 120 S. Morley Street would contribute to an auto-related district	92
Figure 64. Former bottling plant northeast of downtown Moberly (on Morley Street)	92
Figure 65. Urbandale was governed entirely by women.	93
Figure 66. Grant-Lovell Chapel AME Church	94

Tables

Table 1. Population, Moberly, Missouri (Randolph County), 1880 – 2010	27
Table 2. Updated Information for 2012 National Register District	48
Table 3. Recommended District Properties – Intersection of Morley and Rollins Streets.	51
Table 4. Individually Eligible/Listed Properties in the Survey Area.....	51
Table 5, Architectural Styles Identified in Moberly’s 2017-2018 Survey.....	68
Table 6. Commercial Block Buildings Identified in the 2017-2018 Survey	85

ATTACHMENT A: TABLE OF SURVEYED PROPERTIES

Objectives

In 2017, the City of Moberly issued a Request for Proposal to conduct an intensive re-survey of downtown Moberly. Project No. 29-17-151350-019 (Downtown Moberly Survey) was funded by a Historic Preservation Fund grant received by the City of Moberly from the Missouri State Historic Preservation Office (MO-SHPO) and the National Park Service. The project was awarded to and completed by Keenoy Preservation (Ruth Keenoy and Terri Foley) of St. Louis, Missouri. The purpose of the survey was to document properties located in Moberly's downtown commercial area, including those previously surveyed (2007 and 2017) and those within the Moberly Commercial Historic District (listed to the National Register of Historic Places in 2012, hereafter referred to as "2012 District"). The survey also examined properties surrounding the district and previously inventoried resources.

The objectives of the survey were to provide an intensive evaluation of all commercial and industrial properties in downtown Moberly and to re-evaluate the National Register boundaries for the downtown commercial district. The survey additionally evaluated properties for their potential to be individually eligible for the National Register of Historic Places (NRHP). Previous surveys (per the MO-SHPO) failed to address all of Moberly's downtown industrial and commercial properties. Consultation between the MO-SHPO and City of Moberly prompted the current survey as an effort to more fully address (through an intensive survey) all properties in downtown Moberly that represent the city's commercial and industrial history through 1975. The survey's period of examination (set by the MO-SHPO) was extended through 1975 to better understand how mid-twentieth century influences impacted Moberly's commercial and industrial resources.

Survey boundaries are based on recommendations by the MO-SHPO and the City of Moberly (**Figure 2**). The survey area is roughly bounded by railroad tracks north of Coates Street (north), Johnson Street (west), Burkhart Street (south) and Morley Street (east). This area encompasses 214 properties within (approximately) 88 acres. All of the buildings within Moberly's downtown commercial historic district are within the survey area. In addition, commercial and industrial properties bordering the district are in the survey boundaries.

- The 2007 Moberly survey identified 81 properties within the area bounded roughly by Coates (north), Sturgeon (east), Rollins (south) and Johnson (west) Streets. Only those properties considered contributing to a potential National Register district were documented with a survey form. The report from the survey provided a larger discussion of Moberly's history but not its industrial and commercial context specifically. While the survey provided a good history of the specific buildings it evaluated, it is not clear

what criteria were used when considering the selection of those properties, integrity, the period of significance or recommended boundaries for a National Register district.

- The 2017 Moberly Downtown East Historic Resources Survey identified 23 properties near Sturgeon Street, including a number of properties within the downtown commercial district (east end of the district). The focus of this project was to evaluate resources associated with a historic “vice area” identified in the 2007 survey as Moberly’s “Levee District” near the railroad’s tracks along Reed Street.
- The 2012 National Register district encompasses 111 properties, 70 of which were identified as contributing and 31 identified as non-contributing to the district (Of note, these numbers reflect the *corrected* resource count for the 2012 district; see: “Survey Results: Commercial Historic District Criteria/Contributing/Non-Contributing Properties”). The district is bounded roughly by Coates Street (north), Clark Street (east), Rollins Street (south) and Johnson Street (west) (**Figure 3**). District boundaries and contributing properties were based on recommendations of the 2007 survey which (as noted above) were not fully explained. While the nomination included a wider boundary than the 2007 survey, it relied on the report for its historic context. The district nomination’s area of significance has been re-evaluated and determined by the MO-SHPO as underdeveloped, which prompted the district’s intensive re-survey in 2017-2018.

This report documents the findings of the re-survey and provides recommendations about changes to the downtown district boundaries, period of significance, contributing v. non-contributing properties, eligible properties and recommendations for future studies related to historic preservation.

The 2017-2018 survey project was partially funded by a grant from the Missouri Department of Natural Resources, State Historic Preservation Office and the U.S. Department of the Interior, National Park Service. Grant awards do not imply an endorsement of contents by the grantor. Federal laws prohibit discrimination on the basis of race, religion, sex, age, handicap, or ethnicity. For more information, write to the Office of Equal Opportunity, U.S. Department of the Interior, Washington D.C. 20240.

Survey Methodology

The survey was completed following guidelines provided by the MO-SHPO available online through Missouri's Department of Natural Resources/State Historic Preservation Office. The following standards were utilized for the survey completed in Moberly during 2017-2018.

- A research design was submitted to the MO-SHPO, which served as the plan for conducting the survey. The plan (approved by the MO-SHPO prior to beginning fieldwork) included (a) survey objectives, (b) description of the geographical area to be surveyed, (c) survey methodology and (d) expected results.
- Public notification of the survey included two public meetings held at Moberly's City Hall on November 27, 2017 and May 17, 2018. The first meeting explained the reason for the survey. The second meeting provided the findings and recommendations of the survey.
- Completion of architectural/historic inventory forms (available on the MO-SHPO's website) included one form for each property. Forms were completed per the specifications of the guidelines available online. Survey forms include information gathered during fieldwork/research, as well as information from previous surveys (2007, 2017) and the National Register nomination for Moberly's Historic Commercial District (2012). Digital and printed copies of the survey forms were provided to the City of Moberly and MO-SHPO.
- At least one digital photograph (minimum of 300 dpi, saved in color JPEG format and printed in black/white on archival quality paper) was taken of each inventoried property. For properties that could not be fully documented in a single photograph, multiple images were provided. A sample photo was submitted to the MO-SHPO for approval of photo quality, ink and paper prior to printing final photographs.
- A map was produced that indicates the survey boundary, National Register boundaries (existing and proposed), property addresses, street names and NRHP contributing status of the properties within the survey boundaries. Due to the nature of the survey project, which evaluated two past surveys and an existing district, the map was produced in color. Digital and printed formats of the map were provided to the MO-SHPO and City of Moberly. A reduced image of the map is provided in this report as **Figure 4**.
- This survey report was submitted to the MO-SHPO as a draft on June 5, 2018 and revised in July 2018. Incorporated revisions addressed all comments provided by the MO-SHPO, City of Moberly and Randolph County Historical Society.

Prior to beginning the survey, a telephone conference between MO-SHPO, the City of Moberly and Ms. Keenoy was completed on September 27, 2017 to verify expectations of the project. On November 6, 2017, Ms. Keenoy met with the City of Moberly to discuss the details of the survey. On November 7-8, Ms. Keenoy completed a walk-through assessment of the survey

area and began photography of all buildings and vacant/parking lots within the survey area (**Figure 2**). On November 7, Ms. Keenoy reviewed collections available at the Randolph County Historical Society and initiated research. Additional research was conducted in 2017-2018 at the Moberly Public Library, St. Louis County Library (Headquarters), Missouri State Historical Society (Columbia) and Missouri History Library (St. Louis). Sanborn Fire Insurance Maps, other historic maps, historic photographs, local histories, city directories and building records available at the Randolph County Historical Society were reviewed during the research phase of the project. The *Moberly Monitor-Index* was searched online (through 1980) to provide additional information about buildings and businesses downtown. Joe Barnes, Historian (Randolph County Historical Society) coordinated local research and provided a review of the survey forms and survey report prior to submission of draft deliverables.

A total of 214 properties were inventoried during the **2017-2018** re-survey and are addressed in this report. Total resource count for the **expanded district**, including the 2012 National Register district properties (based on expansion criteria and extended period of significance) is **123 contributing** (includes individually and previously listed buildings, as well as outbuildings) and **65 non-contributing** properties (including outbuildings). The total count for all buildings and structures in the expanded district (contributing and non-contributing) is 188 (see **Attachment A**, Table of Surveyed Properties).

Seven (7) buildings (including one outside of the survey area) appear to be eligible as a small auto-related historic district at Morley and Rollins Streets. Three (3) buildings outside of the recommended historic districts appear potentially eligible for the NRHP. These findings are described in greater detail within the “Survey Results” section of this document. A **Table of the Surveyed Properties (2017-2018)** is provided as an attachment to this document. The table provides property addresses and eligibility recommendations for all inventoried resources.

Ruth Keenoy served as primary point of contact for the City of Moberly and MO-SHPO. She completed the fieldwork, research, photography, conducted public meetings and wrote the survey report. Terri Foley assisted in producing and revising the survey forms, produced the survey map and completed the architectural styles sub-section of this document.

Previous Studies Within the Survey Area

Previous surveys (2007, 2017) and a National Register (listed) commercial historic district in downtown Moberly provided the following information. These reports are available online through the MO-SHPO's website. The documents and associated survey forms were reviewed during the course of the 2017-2018 intensive survey.

- **2007 Moberly Survey (Mitchell & Mitchell)**
The 2007 Moberly survey identified 82 properties in downtown Moberly, 66 of which were recommended as a National Register commercial district. In addition to these properties, a proposed Levee Historic District was recommended for three properties within the 100 block of W. Reed Street. Nine buildings were recommended as individually eligible for the NRHP and four properties were recommended as eligible for their association with Omar N. Bradley. Significance for the recommendations relates to Criterion A (commerce), Criterion B (important person) and Criterion C (architecture).
- **2012 Moberly Downtown Commercial District (Taylor & Taylor Associates)**
The 2012 district nomination reports 89 contributing and 27 non-contributing properties nominated for significance under Criterion A (commerce) and Criterion C (architecture). (Note: these counts are incorrect as noted in the "Survey Results" section of this document and should be 70 contributing and 31 non-contributing properties). The associated period of significance for the district is c. 1880-1963. The district is roughly bounded by Johnson Street (west), W. Coates Street (north), N. Clark Street (east) and W. Rollins Street (south).
- **2017 Moberly Downtown East Historic Resources Survey (Rosin Preservation)**
In early 2017, a survey completed by Rosin Preservation identified 23 properties on the east end of Moberly's downtown area. These properties include 18 buildings and six parking lots. Nine (9) buildings were recommended as eligible under Criterion A (commerce), four (4) were found to be ineligible due to loss of integrity and five (5) were recommended as ineligible due to their age, which was less than 50 years at the time of the survey. One building (Municipal Auditorium, 109 N. Clark Street) was recommended individually eligible for the NRHP under Criterion C (architecture). The survey addressed the area on the eastern edge of downtown Moberly, related to the aforementioned potential Levee Historic District (see 2007 survey, above).

Of note, ***building permits are not available to verify construction and alteration dates.***

Estimated dates of construction are based on previous surveys, city directories, maps, Randolph County Tax Assessor's online database, conversations with city employees, local histories and newspaper articles. Dates of alterations are based on perusal of Randolph County Tax Assessor's records and comparison of past surveys/historical photos (when available).

Demolition permits are also unavailable. Lot clearance information is based on historical

research, newspaper searches and exchanges with city employees and historical society volunteers.

Period of Significance – Expanded Downtown Commercial District – c. 1870-1976

The survey evaluated all of the properties within the survey area, including those constructed after 1975. Survey recommendations are to extend the city's downtown commercial district boundaries and period of significance. The commercial district listed in 2012 provides a period of significance from c. 1880 – 1963. These dates were based on the earliest building within the district boundaries and an estimated 50-year cut-off date (i.e., the assumption that non-exceptional properties less than 50 years fail to meet NRHP criteria). Although the 50-year rule was accepted as a logical choice for setting the period of significance in the past, this is no longer the case. Should the nomination be revised, the period of significance must be re-evaluated and defined based on current expectations of the MO-SHPO and National Park Service.

The 2017-2018 survey identified the earliest property within the recommended district expansion area (Tannehill Park) as dating to c. 1870. For this reason, the period of significance is recommended as beginning with c.1870. The survey also identified a number of buildings that have reached (or are nearing) 50 years of age since previously surveyed. These buildings contribute to the downtown commercial district's commercial and/or architectural significance. Moberly had a viable period of downtown revitalization that began in the early 1960s and continued through the mid-1970s. Locally significant buildings were constructed in the survey area during those years, including Moberly's fire and police stations, constructed in 1975.

The year 1976 is recommended to end Moberly's downtown district period of significance. This was the final year that a significant change occurred in the city's downtown commercial area – the dedication and re-use of a former Wabash Railroad parcel (100 N. Sturgeon) as commemorative public park. Within this parcel is an extant c. 1890 railroad express office converted for use as a railroad museum. This building on its own has been recommended both in the current survey and in the 2007 survey as individually eligible for the NRHP based on its architectural merits (Criterion C).

While many communities created commemorative properties in 1976 in honor of the nation's bicentennial celebration, extant commemorative properties are not as frequent as one may expect. Such properties are becoming increasingly important in terms of their local significance and communities are beginning to recognize and value the importance of physical evidence of their bicentennial celebrations. One example is Heritage Park Plaza in Fort Worth, Texas, added to the NRHP in 2010 for its significance as the city's only developed site celebrating the United States Bicentennial. The current survey does not recommend listing Moberly's Railroad Park as

a contributing resource in the district based solely on its 1976 bicentennial associations. It is, however, recommended as an appropriate property to end the expanded district's period of significance.

Moberly's railroad park, established as such in 1976, was a physical means of honoring Moberly's historical railroad associations. It was also a culmination of the city's roughly 20-year endeavor to bring positive attention to the downtown area. During a time when larger stores and shopping centers began to crop up along busy highways such as U.S. 63 (Morley Street), Moberly's city leaders and businessmen and women made great efforts to maintain viability for downtown businesses and worked to attract new tenants. Such efforts were largely successful, as discussed within the "Historic Contexts" section of this document. Railroad Park represents the final visible representation of such efforts. After 1976, Moberly turned to new programs and methods of securing downtown viability. It is for these reasons that the property at 100 N. Sturgeon, dedicated for its current use in 1976, is recommended as the end point for the revised period of significance.

Evaluation of Contributing v. Non-Contributing Properties

Following research and field inventory, the data gathered during the survey was evaluated to determine whether the **Moberly Commercial District (NRL 2012)** should be expanded or reduced in size. The 2012 National Register nomination, available online through the MO-SHPO website, does not include photos of all buildings within the district, nor does the nomination provide a district map. The consultants (in consultation with the MO-SHPO) determined that the 2012 district's contributing properties should retain their status unless altered (since 2012) in a way that diminishes the property's integrity.

No properties within the existing 2012 downtown commercial district were changed from contributing to non-contributing status. However, nine (9) buildings within the existing district (214 N. Fifth Street; 309, 314, 408 413, 500 W. Reed Street and 209, 211 and 213 N. Williams Street) are recommended as being changed from non-contributing to contributing status. These changes are based on recommendations to expand the district's period of significance (as discussed).

Additional information about the changes in district eligibility, expansion of the downtown district's boundaries and further recommendations regarding a new district, as well as individual property eligibility evaluations is provided within the "Survey Results" and "Recommendations" sections of this document.

Properties outside of the existing district were evaluated for eligibility/integrity based on the following guidelines:

- Properties constructed after the period of significance (i.e., post 1976) are not eligible for the NRHP unless such properties exhibit exceptional significance under Criterion Consideration G per NRHP guidelines. Of note, no such properties were identified during the survey.
- Properties adjacent to Moberly’s Downtown Commercial District assessed as contributing to the period of significance and that met one or more of the criteria associated with the existing district are included in the recommended boundary expansion. This assessment only applied to buildings that retained sufficient integrity to contribute to the district (see next bulleted point, below).
- Alterations completed outside of the recommended period of significance (c. 1870 – 1976) rendered properties non-contributing when the following occurred:
 - *Replacement windows fail to replicate original materials and bays.* For example, buildings that originally held single-light commercial bays with infilled and/or replaced windows much different in style or size are not contributing to the district.
 - *Application of non-historic siding* fails to replicate the building’s exterior appearance during the period of significance.
 - *Removal of primary bays* (doors, commercial windows, etc.) *and upper floors* (unless completed during the period of significance for reasons that apply to the building’s significance).
 - *Altered rooflines* incompatible with the building’s use during the period of significance.
 - *Contemporary additions* (i.e., post 1976) that dominate or obscure the property’s historic features rendering it eligible (unless addition were present when the building was identified as contributing to the 2012 historic district).

Evaluation of Vacant Lots and Parking Lots

In relation to **vacant and parking lots**, Moberly’s existing district and previous surveys identified a number of such resources. Twenty-six (26) vacant or parking lots were identified during the 2017-2018 survey. Most are parking lots; but not all. Many lots came about due to the result of building loss from fire or storms. Two lots are believed to contribute to the district, as the parcels were cleared of residential buildings to make way for Moberly’s downtown parking during the period of significance (see the section within this report, “Historic Contexts” – “Commerce and Transportation in Postwar Moberly, 1946 – 1976”). Lots were evaluated based on the National Park Service’s “white paper” on parking lots in historic districts. This document is available through the MO-SHPO’s website (National Register guidelines). Individual survey forms for vacant lots provide specific information about what was formerly on the lots, as well as reasons for why each lot was recommended as contributing or non-contributing to the district(s).

For **additional information** regarding the survey methodology findings, district recommendations and eligibility assessments, see the sections within this report entitled “**Survey Results,**” and “**Recommendations.**”

Geographical Description

Moberly, Missouri, is situated in Randolph County, approximately six miles east of the county seat, Huntsville (**Figure 1**). The community previously had two downtown surveys completed in 2007 (Mitchell) and 2017 (Rosin). In 2012, a National Register nomination for the Moberly Commercial Historic District was completed (Taylor), which is centrally located within the survey area. Moberly’s former Junior High School (aka Moberly Central High School) at 101 N. Johnson Street was listed to the NRHP in 2007 and is within the survey area (**Figure 2**). The survey area designated for the 2017-2018 Historic/Architectural Re-Survey of Moberly’s Downtown Commercial District was based on coordination between the City of Moberly and MO-SHPO. This area, roughly bounded by Morley Street (east), Rollins/Burkhart Streets (south), Johnson Street (east) and Coates/Franklin Streets (north) is largely filled with commercial buildings. The survey area also includes a few industrial properties (particularly along the railroad tracks near Sturgeon Street), two churches (W. Rollins and S. Fourth Streets) and three residential properties (N. Williams Street). Additionally, the survey area includes a Masonic temple/lodge and Municipal Auditorium on W. Rollins Street.

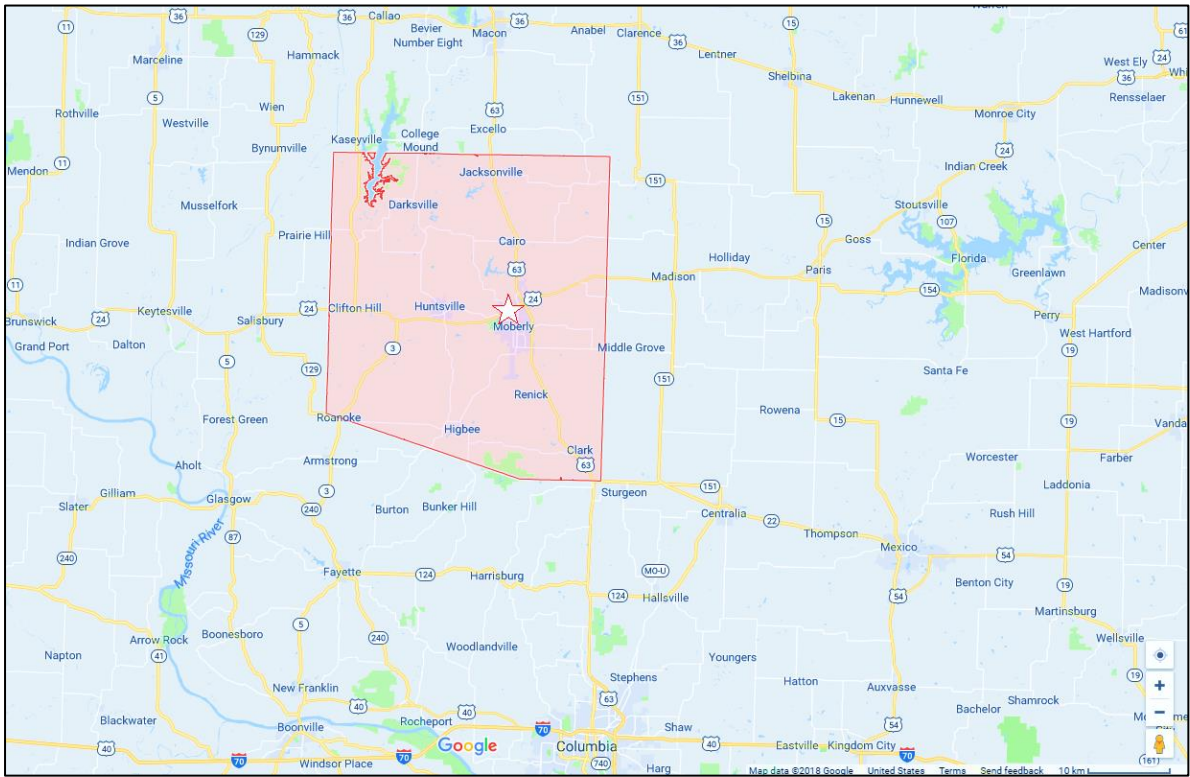


Figure 1. Location Map. Moberly is identified by the star; shaded area is Randolph County. Source: Google Maps, 2018.

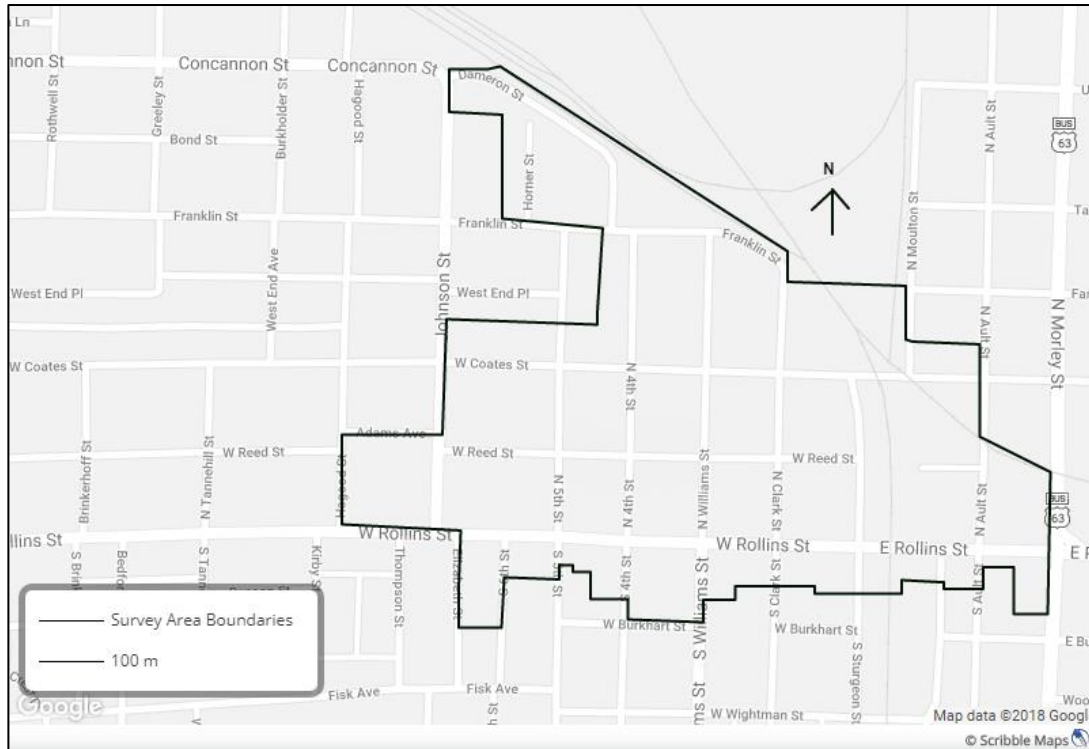


Figure 2. Map of the 2017-2018 Historic/Architectural Re-Survey, Downtown Commercial District, Moberly.

Residential properties border the survey area on the south and west. Heavy industry (such as the former site for F.M. Stamper Food Mill) is found in areas bordering the railroad along Ault, Sturgeon and Franklin Streets. Light industry (such as bottling plants) is situated along S. Williams and Morley Streets. After World War II, Moberly’s industrial concerns began to move to areas outside of downtown. U.S. Highway 24, northwest of the survey area, was one such area that attracted postwar factories. Planned in 1926, Highway 24 was extended through Moberly during the 1930s. The route was improved in the 1940s and opened (through Moberly) in 1949.¹

The 2017-2018 resurvey of downtown Moberly included re-evaluation of Moberly’s 2012 National Register listed (NRL) downtown Commercial District (**Figure 3**). The survey indicated that contributing properties within this district have not been significantly altered since 2012. The survey also identified potentially contributing properties adjacent to the existing district, which led to the recommendation for an expanded downtown district as discussed in this document. The recommended expanded boundaries are based on the fact that many properties adjacent to the existing district are now 50 years of age (or nearly that age) and reflect similar patterns of historical/architectural significance as described in the 2012 National

¹ “New Highway 24 is Popular Route for Transports,” *Moberly Monitor-Index* (19 February 1949), 4.

Register nomination. The survey area allowed a full evaluation of commercial and industrial properties formerly omitted from consideration (as discussed).

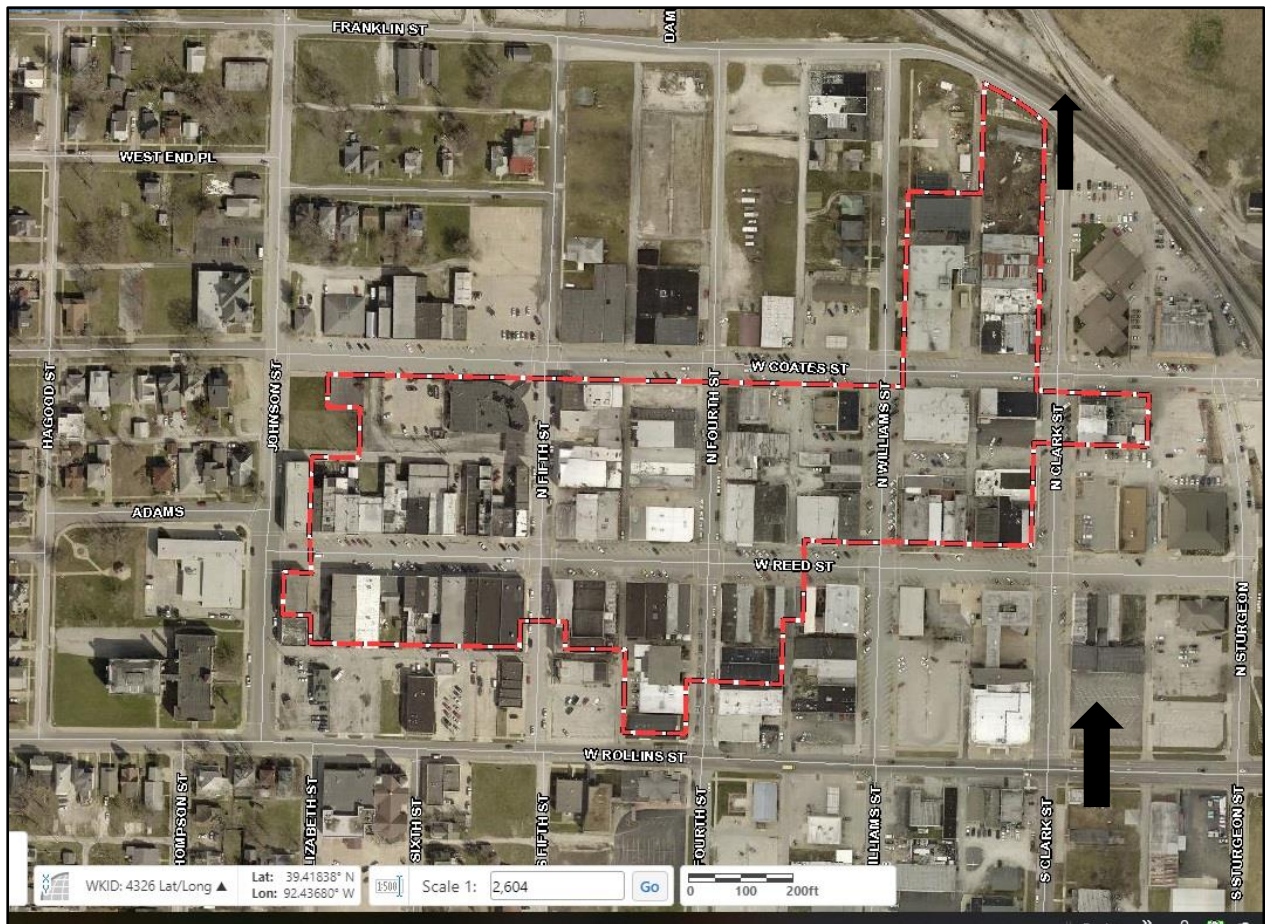


Figure 3. Map of Moberly's Downtown Historic District (2012). District boundaries are in red. Source: City of Moberly GIS.

The recommended extended district boundaries are roughly bounded on the south by properties along both sides of W. Rollins Street, on the east by Sturgeon and Ault Streets, on the north by Coates and Franklin Streets and on the west by Johnson Street (including Tannehill Park).

Figure 4 illustrates the recommended expanded boundaries, outlined in blue. A smaller historic district was also recommended at the intersection of Morley and Rollins Streets, illustrated in **Figure 5** (district boundaries are outlined in green).

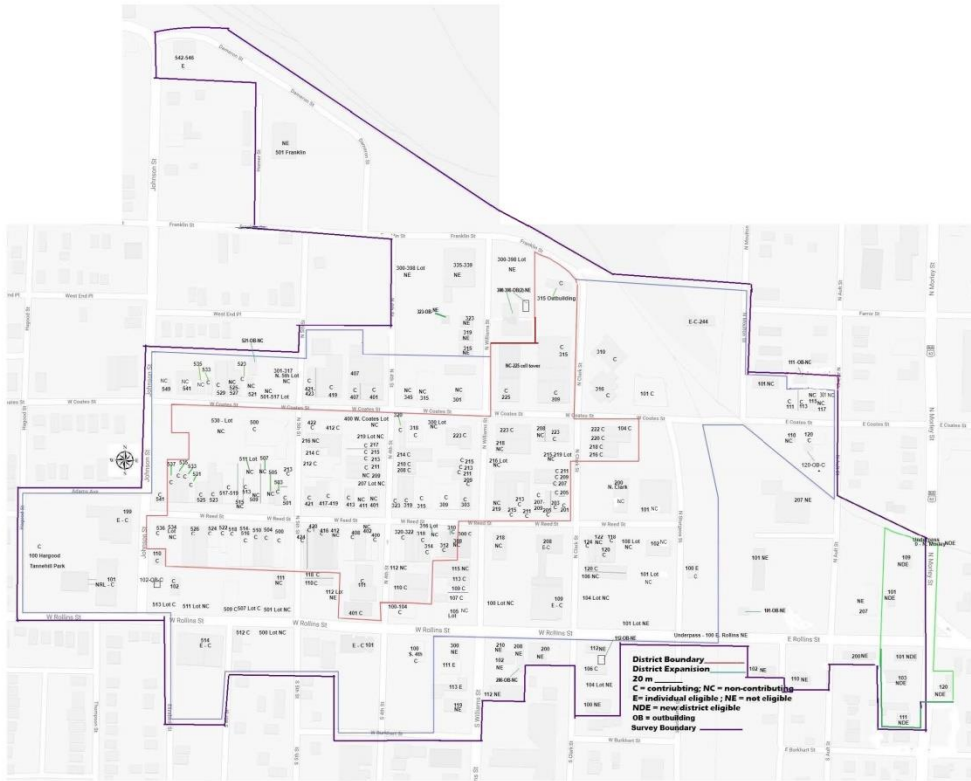


Figure 4. Map of Moberly Downtown District Expansion area, which is outlined in blue. Within this area the existing NRL district (2012) is outlined in red. Map also illustrates property addresses and recommended status (contributing v. non-contributing and/or individual eligibility). Larger scale map submitted under separate cover.

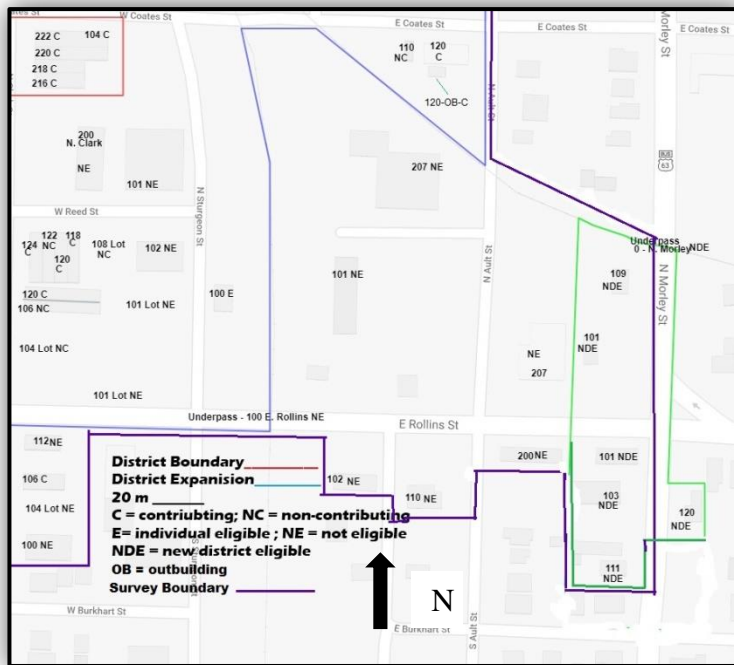


Figure 5. Proposed National Register district at the intersection of Rollins and Morley Streets is outlined in green on the right side of the map.

Historic Contexts

Moberly was established as a railroad settlement in the mid-nineteenth century and this influence shaped Moberly's commercial and industrial landscape well into the twentieth century. Once automobiles – and trucks – became available, Moberly's downtown character began to change, particularly once the city gained access to major federal highways during the 1920s. Initially, commerce and industry centered on the railroad – Sturgeon, Clark and W. Reed Streets supported most early businesses in Moberly. Industrial interests were patterned largely parallel to the railroad along Sturgeon and Ault Streets; whereas Clark Street supported government offices and W. Reed Street became the main commercial thoroughfare, terminating at the railroad's tracks near Sturgeon Street (**Figure 6**). Points east, west and south of downtown supported Moberly's residential neighborhoods.

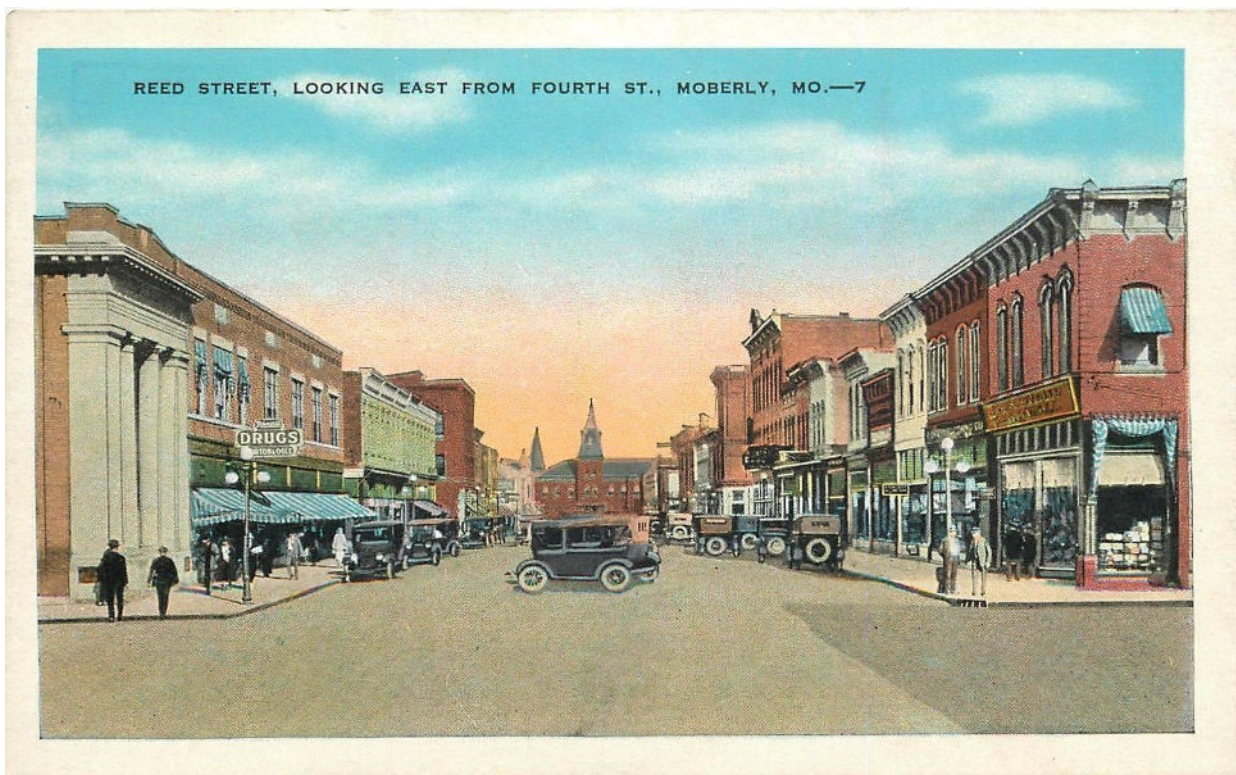


Figure 6. W. Reed Street from N. Fourth Street; view is west. Postcard c. 1910 illustrates the dense commercial character of downtown Moberly by the turn of the twentieth century. Note the Wabash Railroad depot at the center of the image, constructed in 1890 (not extant). Image courtesy of Randolph County Historical Society.

Streets that became commercially/industrially developed by the early twentieth century (such as W. Coates, W. Rollins, and S. Williams) were densely populated by housing during the mid-1880s. These residential blocks also supported a number of churches by the 1880s. One property in downtown Moberly that remains in use as a church is 514 W. Rollins Street. The congregation, established in 1840, built a new church at this location in 1871 when it became apparent that “the town was growing much faster on the west side of the railroad tracks” (of

note, the 1871 church was replaced by the current building in 1905, **Figure 49**).² Moberly's first public high school was situated at the northwest intersection of Johnson and W. Rollins Streets. Like the aforementioned church on Rollins, the original school was replaced by the current building (another school) constructed in the 1930s (**Figure 7**).³ In 1884, the city also had a variety of hotels on "prominent corner lots and smaller retail storefronts housed grocery stores, restaurants, drug stores, clothing stores, shoe stores, banks and saloons," as well as barbers, banks, jewelry stores, milliners, printers, tailors, bakeries, an opera house, masonic lodge, post office, cigar factory and furniture stores.⁴



Figure 7. Moberly's first high school at the northwest intersection of W. Rollins and Johnson Streets (not extant). Today the parcel holds the former Moberly Junior High School, individually listed to the National Register of Historic Places in 2007 (Image courtesy of Randolph County Historical Society).

By 1884, Moberly supported a growing industrial presence. North of downtown, the railroad company constructed machine shops, warehouses, a roundhouse and woodworking shops. Situated at the northeast intersection of Moulton and Reed Streets was a foundry (Fort & Wayland). Moberly also had a brewery (Moberly Brewing) 1.5 miles west of the post office, flour mills (south of downtown near the train's tracks), a pottery works (at the northwest intersection of Sturgeon and Logan Streets) and a planning mill within the 100 block of N.

² *100th Anniversary History, Moberly, Missouri* (Moberly: Moberly Centennial Association, 1966), page not numbered.

³ Sanborn Fire Insurance Maps, Moberly, 1884.

⁴ *Ibid.*, Rosin Preservation, LLC, "Moberly Downtown East Historic Resources Survey," 2017 (Unpublished).

Clark Street (**Figure 8**).⁵ By 1909, Moberly supported no less than 20 industrial concerns. Within (or adjacent to) the survey area in 1909 were J.T. Cross Lumber Yard and Swift & Co. Poultry Warehouse near the intersection of Dameron and Franklin Streets; Lynch Construction Company at 507-511 W. Coates Street; T. Davin Carriage Works along the 400 block of W. Coates Street; Fennel Carriage and Wagon Works along the 200 block of W. Coates Street; and located on Sturgeon Street were McAfee & Foster Feed Mill, C.J. Harris Lumber Company, D.H. Mounce & Co. Lumber Co., Moberly Frame Co., McGann Coffin Factory, Moberly Foundry and Machine Co, Swindell Brothers Sawmill, and F.M. Stamper Poultry Warehouse. Outside of the survey area at 810 Clark Street was Moberly Bottling Works. This business in particular is an early example of the transition from residential to commercial and industrial land use. The bottle works was located behind a dwelling and faced the railroad tracks (**Figure 9**).⁶

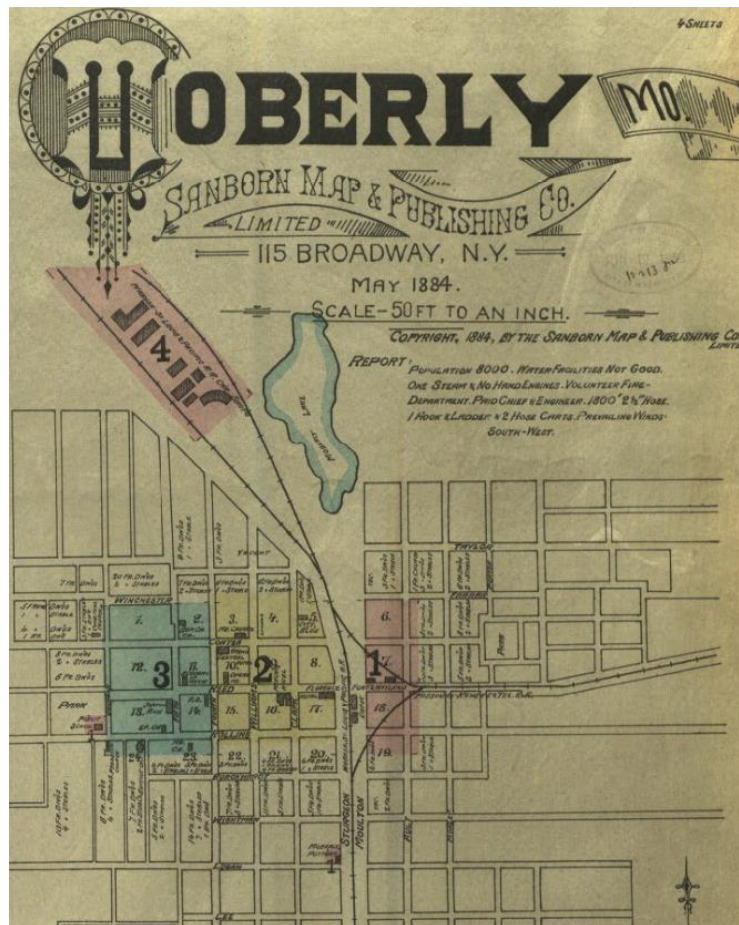


Figure 8. 1884 Sanborn Map, Moberly. The areas in pink were developing as industrial-use parts of the city by the early-to-mid 1880s. Area #1 was where the city's foundry was located and #4 supported the railroad's workshops and roundhouse.

⁵ Sanborn Fire Insurance Maps, Moberly, 1884.

⁶ Sanborn Fire Insurance Maps, Moberly, 1909.

Moberly's Early Commercial and Industrial Importance: The Railroad Era, 1858 – 1900

Moberly, Missouri was incorporated as a township in 1866 but the city's beginnings date to 1858, when the General Assembly (State of Missouri) granted a charter to the Chariton and Randolph Railroad Company. The railroad company's intentions were to construct a railroad connection from Brunswick (Chariton County, Missouri) to Randolph County on the North Missouri line.⁷ It was anticipated that the new town would be populated by residents of Allen, a small settlement north of Moberly. Only one of Allen's residents accepted the railroad company's offer to relocate in exchange for free land – Patrick Lynch, who moved his frame house in 1861 to what is presently the 100 block of W. Reed Street.⁸ Development of Moberly stalled by the time Lynch relocated due to the outbreak of the Civil War.⁹ After the war's end in 1865, the North Missouri Railroad Company (which absorbed the line from the Chariton and Randolph Company) re-platted the town. The settlement was named "Moberly Junction" in recognition of William E. Moberly, first president of the Chariton and Randolph Railroad Company.¹⁰ The street immediately west of the railroad was named Sturgeon, for Isaac M. Sturgeon, president of the North Missouri Railroad Company.¹¹ Morley Street (west of the tracks) was named for John Morley, who re-platted and surveyed Moberly Junction in 1865.¹²

In 1872, Moberly donated 818 acres to the North Missouri Railroad Company for its machine shops. This prompted the railroad company to relocate its depot, which had been in Allen.¹³ Allen's prominence began to fade after depot relocation, though the community did not entirely disappear until absorbed into Moberly's city limits during the 1950s.¹⁴ A subsequent tax exemption prompted an economic boom, dubbing Moberly "Magic City . . . because [the town] seemed to spring up from the prairie like magic."¹⁵ The sudden importance of Moberly impelled a "decades-long battle" between Moberly and Huntsville as to which town would be designated

⁷ Joe Barnes, Historian, Randolph County Historical Society (email correspondence with Ruth Keenoy; 22 June 2018).

⁸ Alexander H. Waller, *History of Randolph County Missouri* (Topeka: Historical Publishing Company, 1920), 171; Joe Barnes (June 2018); [Robert A. Hereford], "Moberly Described by Writer for St. Louis Globe-Democrat," *Moberly Monitor-Index and Democrat* (30 June 1947), 8.

⁹ Steven E. Mitchell and Mary Aue Mitchell, "Survey Report: Moberly, Randolph County, Architectural/Historical Survey," 2007 (Unpublished), 4; Judy Martin Orton and Tona Thornburg Court (eds), *150th Anniversary Moberly, Missouri 1866 – 2016* (Moberly: 2016 Moberly Sesquicentennial Executive Committee, [2016]), 5.

¹⁰ Alexander H. Waller, *History of Randolph County Missouri* (Topeka: Historical Publishing Company, 1920), 171; [Robert A. Hereford], "Moberly Described by Writer for St. Louis Globe-Democrat," *Moberly Monitor-Index and Democrat* (30 June 1947), 8.

¹¹ Waller, 170.

¹² Joe Barnes (June 2018).

¹³ City of Moberly, Missouri, History (Available at: <http://moberly.com/history-of-moberly/>) Access date: 9 May 2018; Joe Barnes (June 2018).

¹⁴ Joe Barnes (June 2018).

¹⁵ City of Moberly, Missouri, History (Available at: <http://moberly.com/history-of-moberly/>) Access date: 9 May 2018; Joe Barnes (June 2018).

Randolph County's seat of government.¹⁶ Within a year of Moberly's incorporation, the city supported 29 businesses located primarily on the blocks of Clark and Sturgeon, adjacent to the railroad tracks and W. Reed Street emerged as the primary business thoroughfare.¹⁷

In 1871, the North Missouri Railroad Company went into foreclosure due to unpaid debts. The St. Louis, Kansas City and Northern Railway Company acquired the failed line and moved its machine shops from St. Charles (MO) to Moberly.¹⁸ This prompted a boom in population and prosperity. The decade from 1880 – 1890 witnessed a population increase of more than 35% in Moberly (6,070 residents in 1880; 8,215 residents in 1890).¹⁹ The 1884 Sanborn Map illustrates Reed Street supporting commercial buildings from the railroad tracks (east) to Fourth Street (west) (**Figure 10**). Clark and Sturgeon Streets supported hotels and commerce geared toward railroad passengers and employees. Such businesses were also established near the railroad's tracks on W. Reed and W. Rollins Streets.²⁰ In relation to churches established downtown by 1884, Moberly supported (addition to the previously mentioned church at 514 W. Rollins Street) a Methodist Church at the northwest intersection of W. Coates and N. Williams Street (not extant) and a Methodist Episcopal Church (replaced in 1889 by a new church) at 101 S. Fourth Street. Social buildings were also evident downtown by 1884, including two opera houses – one at the southwest corner of N. Clark and W. Coates Streets (not extant) and another at 315 W. Reed Street (not extant). A Masonic hall had been established by 1884, which met on the upper floor of the building at 300 W. Reed (extant, extensively remodeled in the 1960s).²¹

¹⁶ Joe Barnes (June 2018).

¹⁷ Mitchell and Mitchell, 7.

¹⁸ Lloyd Deierling, "Staggering Number of Roads Have Role in Writing Moberly's Rich Railroad History," *150th Anniversary Moberly, Missouri 1866 – 2016* (Moberly: Moberly Sesquicentennial Executive Committee, 2016), 72-73.

¹⁹ United States Census, Moberly, Missouri, 1880; 1890.

²⁰ Sanborn Fire Insurance Maps, Moberly, Missouri, 1884.

²¹ Ibid.

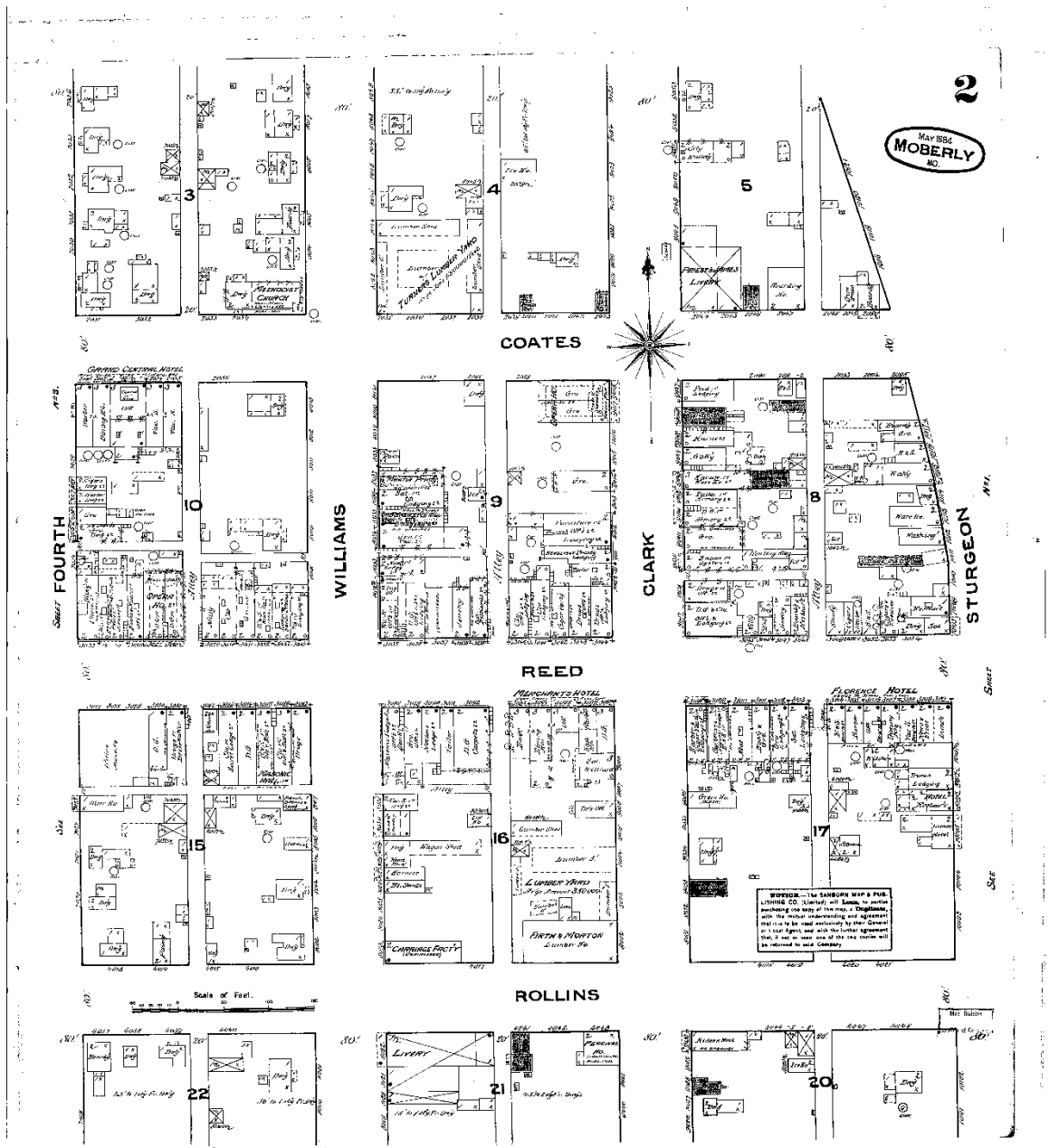


Figure 10. Sanborn Fire Insurance Map of Downtown Moberly, 1884. Note the density of Reed Street's commercial properties. This section of the map illustrates downtown from Sturgeon (east) to N. Fourth Street (west).

Downtown expansion in the 1870s-1880s is evident today through extant buildings such as 118-124 W. Reed Street, constructed c. 1880 (Figure 11). Businesses that occupied these buildings during the late nineteenth century include barber shops (118, 122 and 124 W. Reed), groceries (118, 120, 122 and 124 W. Reed) and bakeries (118 and 124 W. Reed). 118 W. Reed Street held an express office for the railroad until a dedicated building at 100 N. Sturgeon Street (Figure 12) was constructed c. 1890.²² These buildings along the 100 block of W. Reed Street

²² Sanborn Fire Insurance Maps, 1884, 1888, 1893, 1909.

are commonly referred to as Moberly's "Levee District," identified by both the 2007 (Mitchell and Mitchell) and 2017 (Rosin Preservation) surveys as an important component of Moberly's downtown commercial area.²³



Figure 11. 118-124 W. Reed Street, just west of the railroad tracks in downtown Moberly are some of the city's earliest commercial buildings.

In 1879, the St. Louis, Kansas City and Northern Railway Company consolidated with the Wabash, St. Louis and Pacific Railway Company. The merger resulted in extension of train service to more than 600 towns and cities – more than 3,600 miles – which made the railroad company the nation's third largest. Under the Wabash name, the railroad constructed a number of buildings in Moberly including a hotel/restaurant in 1890, hospital in 1890-1891 and depot c. 1890. With exception of the building pictured in **Figure 12**, none of the Wabash buildings constructed in the 1890s is extant.²⁴ The Wabash's conglomeration of Moberly's railroad resources in the 1870s and its ensuing building campaign encouraged a number of modern improvements. In 1875, Moberly's first power company – Moberly Gas Light and Coke Company – was erected at the intersection of Dameron and Sturgeon Streets (currently used by Ameren Electric Company).²⁵ In 1880, C.W. McDaniel and Frank M. Clark obtained a lease

²³ Mitchell and Mitchell, 2007, 38; Rosin Preservation, 2017, 1.

²⁴ Deierling, 74-75.

²⁵ Mitchell and Mitchell (2007), 12; Sanborn Fire Insurance Maps, Moberly, 1909; *100th Anniversary History, Moberly*, page not numbered.

from Bell Telephone to establish Moberly's first telephone exchange and in 1884, the city began to construct its sewer system.²⁶



Figure 12. 100 N. Sturgeon was constructed in 1890 as an express office, which processed mail transported via rail.

Though most of Moberly's early railroad properties have been removed, the city does retain evidence of the railroad's impacts, particularly in relation to commerce and industry. Properties that serve as reminders of this era include 209 W. Coates Street, which originally housed the Fennel Carriage and Wagon Works established in 1872 (**Figure 13**). Owned by German immigrants, Werner and William Fennel, the company manufactured wagons and buggies prior to becoming an automobile dealership and body works shop in the twentieth-century (**Figure 14**).²⁷ Many of the commercial buildings along W. Reed Street were constructed during the late nineteenth century when Moberly experienced its Wabash-era building boom (**Figure 15**). The railroad stimulated Moberly's agricultural, industrial, warehousing and commercial growth. Commerce in Moberly served a 50-mile radius by 1900. Dress makers, milliners, furniture retailers, undertakers, plumbers, photographers and banks are but a few of the many businesses operating in downtown Moberly at the turn of the twentieth-century.²⁸

²⁶ *100th Anniversary History*, 1966; Mitchell and Mitchell (2007), 12.

²⁷ "Fennel Auto and Body Works Celebrates 100th Anniversary," *Moberly Monitor-Index and Evening Democrat* (28 October 1972), 12B.

²⁸ Mitchell and Mitchell, 20-21.



Figure 13. 209 W. Coates Street. Bottom photo is Fennel Carriage and Wagon Works under constructed in 1872. Image at the upper right corner reflects the building's current appearance (Source: Orton and Court, 11).

**1972 MARKS
100 Yrs.
PROGRESS**

Surrounding Areas
From This

To

THIS

1973

CHEVROLET
4-Door Sedan

FENNEL AUTO & BODY WORKS
209 W. Coates 263-4821

Figure 14. Advertisement for Fennel Auto & Body Works, *Moberly-Monitor Index & Evening Democrat* (28 October 1972, 12B).



Figure 15. Reed Street c. 1901. Postcard courtesy Randolph County Historical Society.

The nineteenth century ended with a measure of progress for Moberly. The 1880s witnessed a spur of activity with the aforementioned telephone exchange (1881) and sewer system (1884); a waterworks (established in 1885 as Moberly Waterworks System) and Moberly's incorporation as a third class city in 1889. Brick streets were laid in 1888 and the power plant was updated in 1894. Moberly's downtown business interests were expanding as well. Blocks of buildings were constructed in the 1890s on Coates Street (east and west) and within the 100 block of N. Williams Street.²⁹

By the opening of the twentieth century, Moberly businesses included an eight hundred seat opera house; three large hotels and an unspecified number of smaller hotels and boarding houses; two daily and five weekly newspapers; two banks; two building and loan associations; two brick factories, which manufactured and shipped hundreds of carloads of paving brick, building and ornamental brick, tiling, sewer and drainage pipe, and earthenware; an iron foundry; two non-railroad machine shops, a flour and feed mill; a saw and planning mill; an ice plant, with connected cold storage; two steam laundries; five cigar factories; grocery, drug, oil, cigar and confectionery wholesalers; and approximately two hundred other stores and businesses.³⁰

²⁹ Orton and Court, 20; *100th Anniversary History*, 1966.

³⁰ *Ibid.*

Reshaping Moberly's Commerce and Industry in the Twentieth Century: The Rise of the Automobile, 1900 – 1945

By the beginning of the twentieth-century, Moberly was actively engaged in downtown expansion and commercial growth. Within the survey area, a number of new buildings were erected, including groceries, confectionaries, saloons, barber shops and the city's new library funded under Andrew Carnegie's philanthropy, which opened in 1904 at 111 N. Fourth Street (**Figure 16**). On Reed Street, commerce extended west of N. Fifth Street by the early 1900s and cross streets such as Williams, Clark, Fourth and Fifth Streets also supported a number of new commercial buildings. While W. Rollins Street remained largely residential in 1909, signs of the city's commercial and industrial expansion along W. Rollins were visible west of the railroad's tracks (**Figure 17**).³¹



Figure 16. Carnegie Library, Moberly, Missouri. Photo undated, courtesy of Randolph County Historical Society.

In 1905, industry and warehouses remained along Sturgeon but had also been constructed along Coates, Williams and Rollins Streets. Reed Street remained the city's main thoroughfare for clothing stores, banks, opticians, physicians, lawyers and businesses that catered to established

³¹ Sanborn Fire Insurance Map, Moberly, 1909.

residents.³² The city's population grew steadily in the late nineteenth century, dropping slightly in 1900. Reasons for the dip in population are not well documented but likely relate to the transition of railroad ownership and the financial panic of 1893. A similar pattern is demonstrated with population loss after 1930, no doubt related to the Great Depression (**Table 1**).³³



Figure 17. Sanborn Maps, Moberly, 1909. By the early 1900s, commercial growth extended further west but industrial expansion remained near the railroad. The upper map illustrates W. Rollins between N. 4th Street (east) and Johnson Street (west), which was largely residential in 1909. The lower image is W. Rollins west of Sturgeon Street and east of N. Williams Street. This area was commercially and industrially developed by 1909. The railroad tracks are just east of N. Sturgeon Street.

³² Moberly City Directory, 1905.

³³ Orton and Court, 74-75.

Table 1. Population, Moberly, Missouri (Randolph County), 1880 – 2010

Year	Population	% Growth/Decline
1880	6,070	--
1890	8,215	+35.34%
1900	8,012	-2.47%
1910	10,923	+36.33%
1920	12,808	+17.26%
1930	13,772	+7.53%
1940	12,920	-6.19%
1950	13,115	+1.51%
1960	13,170	+0.42%
1970	12,988	-1.38%
1980	13,418	+3.31%
1990	12,839	-4.32%
2000	11,945	-6.96%
2010	13,974	+16.99%

Sources: U.S. Census Data / Mitchell and Mitchell, 28.

Though Moberly’s infrastructure was well established prior to 1900, important upgrades in the early twentieth century pushed the city’s status to that of a modern community. Moberly’s electric/gas company established c. 1890 was upgraded in 1911 to an electric generating plant.³⁴ The telephone exchange established in the 1880s was updated following access to national telephone service in 1915.³⁵ Other improvements included expansion of the city’s sewer system, initiated in 1884, which by 1909 encompassed 15 miles of sewer lines.³⁶

Moberly’s early twentieth-century growth extended to its cultural/social buildings – many of which were constructed downtown. Within the survey area, this includes the aforementioned library, First Baptist Church at 514 W. Rollins Street (constructed in 1905), Fourth Street Theatre at 110 N. Fourth Street (constructed in 1913), State Theater at 209 N. Fourth Street (constructed in 1920) and a Masonic Lodge at 401 W. Rollins Street (constructed in 1929). Most impressive is Moberly’s municipal auditorium, constructed at 109 N. Clark Street in 1938-40. Such properties are architecturally significant but also reflect a connection between Moberly’s social and commercial activities (**Figure 18**).

Moberly’s Commercial Club, established in the 1880s, was an active participant in promoting relationships between business and social groups. Though the group disbanded sometime in the 1920s, it was reorganized in 1934 (during the Great Depression) to “boost Moberly in every way and to try to bring industry to the city.”³⁷ Organized as a businessman’s union, the club

³⁴ Sanborn Fire Insurance Maps, Moberly, 1909; Mitchell and Mitchell (2007), 12; *100th Anniversary History, Moberly, Missouri* (Moberly: Moberly Centennial Association, 1966), Pages not numbered.


³⁵ *100th Anniversary History, Moberly*, 1966.

³⁶ Mitchell and Mitchell (2007), 12.

³⁷ “Commercial Club Here is Revived,” *Moberly Monitor-Index* (1 September 1934), 1.

promoted Moberly's business, commercial and industrial opportunities by highlighting the city's social improvements, namely downtown properties such as the library, theaters and social halls.³⁸ Moberly was promoted most effectively by the Commercial Club in 1907, when the organization sponsored a meeting of the North Missouri Press Association. The event included an automobile tour along Moberly's brick streets, highlighting the library, Masonic Lodge, upper class housing, modern factories, downtown businesses and grand hotels. The city's prominence was on the rise and local businesses had much to do with the self-promotion. As noted by a newspaper editor from Paris, Missouri who attended the event, "An automobile ride over her [Moberly's] sixteen miles of paved streets made all the editors wish for an automobile and a city in which to dwell like Moberly." During its heyday, the Commercial Club was supported by most businessmen and women in Moberly.³⁹

Moberly
"LOOKS AHEAD"



The New Municipal Auditorium which will play a considerable part in the civic welfare of our city and community will be dedicated Wednesday, May 1.

May we not suggest that you "Look Ahead" on your financial needs?

Many times an unexpected demand for ready cash is most embarrassing. It might be you will need money for the kiddies graduation expense; for moving; or other seasonal needs. Then you will find our loan plan a friend indeed. See us today.

Loans of \$100 or less at 3%—more than \$100 and up to \$300 at 2½% per month on unpaid balance.

HOME
Finance Corporation
L. C. HUDSON, Manager

Telephone 314 120 N. 5th St.

Figure 18. Moberly's local newspaper featured the grand opening of Moberly's Municipal Auditorium in 1940 through a series of business "congratulations" such as the one pictured here. Events in social buildings downtown spurred commercial support among Moberly's business leaders (Source: *Moberly Monitor-Index*, 29 April 1940, p. 9A).

³⁸ Orton and Court, 25.

³⁹ "Commercial Club Here is Revived," 1. Of note, an online newspaper search of the *Moberly Monitor-Index* indicates no mention of Commercial Club activities postdating 1940.

The automobile found its way to Moberly by 1905, when five residents were reported to own “two automobiles and three locomobiles.”⁴⁰ Based on the survey findings, W. Coates Street retains Moberly’s most intact collection of early automobile service buildings and dealerships. The city’s first auto-related businesses cropped up south of W. Coates Street, however, on W. Rollins and N. Williams Streets. Moberly’s 1909 City Directory lists two businesses offering automobile services – Figgins & Selby (aka Moberly Auto & Cycle Company) at 209-211 W. Rollins (not extant) and J.P. Beuth at 111 N. Williams Street (extant, currently addressed as 107 N. Williams Street). Mr. Beuth was a plumbing/heating contractor who started his auto-related business c. 1907. He initially sold and repaired bicycles. Beuth soon began to distribute auto supplies and did repairs on both bicycles and automobiles (**Figure 19**).⁴¹ Among Moberly’s residents who purchased automobiles in 1909 was P.H. Nise who bought a Jackson touring car for his daughter, Mrs. Elgie Nise Curry, reportedly “fast becoming proficient in handling the machine.”⁴²

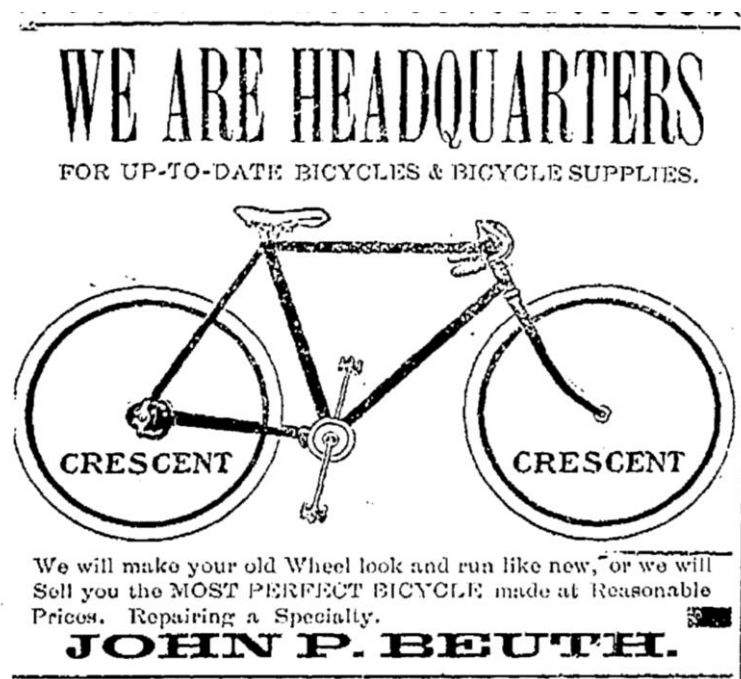


Figure 19. Advertisement for John P. Beuth’s bicycle services, 1907. The business was at 111 N. Williams Street (currently 107 N. Williams Street). Source: *Moberly Weekly Democrat*. 4 June 1907, p. 8.

Moberly’s auto dealerships on W. Coates Street are – as noted – well represented by the survey findings. By the early 1920s, W. Coates Street was an active automobile row that supported a large number of service stations, auto dealerships and repair shops. The evolution of W. Coates Street into an Auto Row is not surprising given that the street supported liveries, blacksmiths and buggy/carriage shops during the nineteenth century. One example is 401 W. Coates Street.

⁴⁰ “Local and Personal,” *The Moberly Democrat* (3 July 1902), 3.

⁴¹ City Directories, Moberly: 1905, 1909, 1911.

⁴² “Three Autos Came Saturday,” *Moberly Weekly Monitor* (23 May 1909), 3; United States Census, 1880.

The property was originally a blacksmith/harness shop owned by B. Richards.⁴³ In the early 1900s, the business was purchased by Thomas Davin (1846 – 1927), a native of Ireland who settled in Moberly with his wife, Catherine, in 1878. Following purchase of the business on Coates Street, Davin constructed a building on the parcel in 1908, adjacent to the original blacksmith shop.⁴⁴ In addition to blacksmithing, Davin sold, repaired and painted carriages, wagons and buggies (**Figure 20**).⁴⁵ The property's transition to automobiles was in full force by the 1920s, at which time Thomas Davin, Jr. ran the business (**Figure 21**).⁴⁶ After the Davins sold the business, the property continued to be used as an automobile dealership. In the 1930s, the building supported Riley & Bennett Motor Company. By 1940, the property was a Chevrolet dealership, Noll Motors, which occupied the building through the 1960s (**Figure 22**).⁴⁷



Figure 20. Advertisement for Davin & Sons, 401 W. Coates Street (Source: *Moberly Weekly Monitor*. 18 September 1902).

⁴³ 401 W. Coates Street Advertisement, *Moberly Evening Democrat* (25 June 1900), 4.

⁴⁴ United States Census, 1880; Missouri Death Certificate Database, Available at: <https://s1.sos.mo.gov/Records/Archives/ArchivesMvc/> (Access date: 22 May 2018); "Once Upon a Time . . . From the Daily Monitor May 1, 1908," *Moberly Monitor-Index* (1 May 1958), 16; "Personal Notes," *Moberly Weekly Monitor* (18 September 1902), 5.

⁴⁵ "Personal Notes," 1902, 5.

⁴⁶ 401 W. Coates Advertisement, *Moberly Democrat*, 3 April 1922.

⁴⁷ *100th Anniversary History, Moberly*, 1966.

Moberly Has It At Last!

"WHAT?"

A Real Auto and Carriage Trimming Shop

WHERE?
401 West Coates Street

We do all kinds of Auto and Carriage Trimming. If you need a new Auto Top or Back Curtain, it will pay you to see us.

10 DAYS—SPECIAL—10 DAYS

A New Two-passenger Ford Top for	\$10.00
A New Five-passenger Ford Top for	\$12.00

We Guarantee all our work to give Satisfaction

Thos. Davin Jr. & Gill

401 West Coates Street

Figure 21. By 1920, Davin & Sons was in the automobile business as illustrated in this 1920 newspaper advertisement (Source: *Moberly Democrat*, 3 April 1922).



Figure 22. 401 W. Coates Street during the time the building was used as Noll Motors (c. 1965). The property is within the area recommended for Moberly's downtown historic commercial district expansion (Source: *100th Anniversary History*, 1966).

Moberly's transportation history has been well documented in the past for its relationship with the railroad. However, Moberly's automobile history is also significant. The city is situated at

the crossroads of two federal highways – U.S. Highway 63 (north/south) and U.S. Highway 24 (east/west). These highways played an important role in shaping Moberly’s commercial and industrial activities after World War II.

Commerce, Industry and Transportation in Postwar Moberly: The Magic City’s Golden Age, 1946 - 1976

Moberly’s post World War II era was one that continued to reflect downtown improvements and business expansion. In large part, these changes were prompted by the automobile. As the car became affordable to middle-class Americans, new businesses began to crop up in areas formerly undeveloped. Spurred by postwar prosperity and access to automobiles, Moberly – like most cities – began to establish new businesses outside of downtown. Such areas supported large stores and shopping centers with adjacent parking lots. Industrial interests were attracted to areas outside downtown where sprawling factories could be constructed and trucks could easily move to/from connecting highways. Additionally, Moberly’s older sections of downtown, such as the aforementioned Levee District along W. Reed Street near the railroad became less appealing to downtown shoppers as crime increased and businesses began to relocate.⁴⁸ The mounting loss of businesses and customers to areas outside of downtown was sufficient to prompt Moberly’s leaders and community organizers to launch a campaign to secure a future for downtown viability. At the same time, those involved in revitalization realized that the city’s “downtown area” was not likely to “expand a great deal in the next 20 years.”⁴⁹

[After World War II, Moberly] was “growing up.” This was evidenced by new industry – new housing sites for veterans returning to raise families – improvements in schools. Popularity of the automobile led to gas stations opening everywhere to accommodate the new mobility. And fast food seriously reared its head for the first time in the 50s. Grocery stores were becoming “supermarkets” and locations outside downtown and residential neighborhoods were sought to handle the new, bigger stores. Although Kroger opened a new downtown location on Reed street [sic] in 1952, by the mid-to-late ‘50s, Safeway had purchased 13 lots, an entire block, on South Morley and the Daly and Kapper families announced they would build a “Foodliner” on North Morley street. Van’s was opening a new supermarket on South Morley and Temple Stephens erected his first Morley street store in a new building in the 300 block of North Morley.⁵⁰

⁴⁸ “To Ask Grand Jury Probe in Moberly: Randolph Official Assaulted in Office,” *Jefferson City Post-Tribune* (11 January 1956), 1.

⁴⁹ “Better Facilities for Parking Propose in Planning Report,” *Moberly Monitor-Index* (30 January 1960), 4.

⁵⁰ Orton and Court, 77.

Morley Street was the business route for U.S. Highway 63. Constructed as a federal highway in 1922-1926, Missouri's state highway commission announced plans in 1959 to greatly improve the road by resurfacing and widening from two to four lanes, creating a bypass "relief route around the city."⁵¹ Situated at the east end of the survey area, the intersection of Morley and Rollins Streets reflects the impact of the automobile on Moberly. By the 1960s, no less than seven businesses near the intersection catered to automobiles including the Wabash underpass that carries railroad traffic above the highway, two gasoline stations, two auto repair shops, a petroleum business and an automobile dealership (Figures 23 and 24).

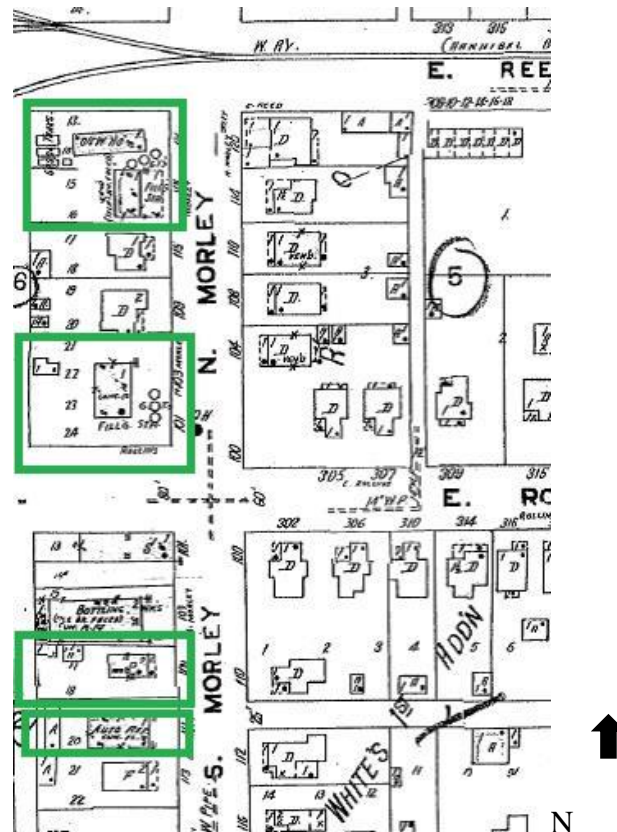


Figure 23, 1948 Sanborn Map illustrating the intersection of Morley and Rollins Streets indicates the growing shift toward properties serving the automobile (boxed in green). By the mid-1950s, this area supported commerce oriented toward the automobile (not to scale).

⁵¹ "Highway Commission Agrees to New Plans for Route 63," *Moberly Monitor-Index* (18 March 1959), 1.



Figure 24. The Morley Street Underpass was constructed to allow traffic on Morley Street (U.S. Highway 63) to move without obstruction (1954 photo, Source: Orton and Court, 93).

As the number of automobiles grew in Moberly, the railroad began to recede in terms of its importance to passenger travel. During the Great Depression, the Wabash declared bankruptcy and many lost their jobs in Moberly. Reorganization in 1942 salvaged the company, which began to modernize. The train could not compete with the mobility that automobiles offered and as a result, passenger service was discontinued in 1969 (**Figure 25**). Further impacts came from the trucking industry, which began to ship many products once carried by train. Like automobiles, trucks could access areas without railroad connections. The Wabash continued to merge and reorganize to remain competitive. Computerized systems were put in place and “greater efficiencies were realized in all departments,” costing many railroad employees their jobs.⁵² Despite such changes, Moberly remains a railroad city, though no longer a headquarters. The Moberly Division closed in 1987 when the railroad (owned by Norfolk-Southern) moved its headquarters to Decatur, Illinois.⁵³

⁵² Orton and Court, 74-75.

⁵³ Ibid, 75.



Figure 25. Moberly’s school children gather for departure of the city’s last passenger train, 17 April 1969 (Source: Orton and Court, 33).

Though construction of new commercial buildings in downtown Moberly slowed after World War II, the city did not stall in terms of its viability. Automobile parking provided on W. Reed Street during the early 1900s served just as well for business needs in the 1950s-1970s. The street had been designed as a wide thoroughfare to accommodate horses, buggies, carriages and wagons in the nineteenth century, which made curbside parking an easy transition (**Figure 26**). Residential properties on W. Rollins Street were cleared in the 1950s-1960s to make way for commercial buildings and parking lots for businesses south of W. Reed Street. Natural disasters such as fires and floods led to some cleared lots downtown; most were filled with commercial development. Such was the case for the southwest corner of W. Reed and N. Fifth Streets, devastated by a fire in 1966 (**Figure 27**). The corner was cleared for a new building constructed at 500 W. Reed Street in 1967 (**Figure 28**). The 1967 building originally held a drugstore and currently holds Coach Light, a Hallmark card and gift shop.⁵⁴ A fire in the 300 block of W. Reed Street in 1972 damaged the KWIX/KRES building at 300 W. Reed and destroyed 306 W. Reed Street, a clothing store. Two businesses west of the clothing store at 508 and 510 W. Reed Street were likewise damaged, occupied in 1972 by Hackler’s Shoe Store and Carpenter’s Jewelry Store (**Figure 29**).⁵⁵ The building at 300 W. Reed Street (currently KWIX) was home of Moberly’s first radio station, KNCM, established by Jerrell Shepherd of Russellville,

⁵⁴ Orton and Court, 32.

⁵⁵ “Fire Destroys Little Dick Clothing Company,” *Moberly Monitor-Index* (26 April 1972), 1.

Arkansas in 1950.⁵⁶ The station moved its business office and advertising operations to the Merchants Hotel on W. Reed Street in 1952 (not extant). In 1962, the station purchased the former City Bank building at 300 W. Reed Street and remodeled the property to support the radio station. The radio station moved into the building in 1964, at which time the station's current "call letters: KWIX" were adopted.⁵⁷



Figure 26. 100 Block of Reed Street in the 1920s (Shriner's Parade). Note parking spaces marked on either side of the street to accommodate automobiles (Source: Orton and Court, 27).

⁵⁶ Orton and Court, 78.

⁵⁷ *100th Anniversary*, 315.



Figure 27. Fire in 1966 destroyed three buildings at the intersection of W. Reed and N. Fifth Streets (Source: Orton and Court, 106). View is northwest, taken from N. Fifth Street.



Figure 28. The corner lot of W. Reed Street destroyed by fire in 1966 supports this building, 500 W. Reed Street; view is southwest (Photo: Ruth Keenoy, 2017).



Figure 29. The 300 block of W. Reed Street was damaged by fire in 1972. The building in the foreground, 300 W. Reed Street, was altered to its current appearance after the fire (Photo: Ruth Keenoy, 2017).

416 W. Reed Street, formerly occupied by J.C. Penney's, is another business that moved into a remodeled nineteenth-century building during the mid-twentieth century. The store was originally located at 408 W. Reed Street, constructed c. 1884. Penney's moved into the building in 1918 as Missouri's first J.C. Penney department store. Penney's remodeled 408 W. Reed Street twice before moving in 1960 to 416 W. Reed Street. This latter location was a nineteenth century building as well, constructed c. 1880. Renovations in 1960 included the addition of an aluminum clad modern storefront (**Figure 30**).⁵⁸ By providing a department store that appeared contemporary, Penney's was successful in attracting customers that allowed the business to remain downtown until 2003, when the company began to close its smaller stores.⁵⁹

⁵⁸ "Moberly J.C. Penney Store 83 Years Old and Counting," *Moberly Monitor-Index* (3 May 2001).

⁵⁹ "J.C. Penney Slated for Closure After 85 Years," *Moberly Monitor-Index* (26 January 2003).



Figure 30. 416 W. Reed Street, which formerly held J.C. Penney's, was clad with a modern storefront in the 1960s (Photo: Ruth Keenoy, November 8, 2017).

Another building that reflects mid-twentieth century upgrades downtown is 500 W. Coates Street, currently Central Bank (**Figure 31**). The building was constructed in 1961-1963 by City Bank and Trust Company. City Bank initially opened in Moberly in 1935 at 300 W. Reed Street (constructed c. 1880), which was remodeled twice in the 1940s. Two dwellings on W. Coates Street were cleared for the new bank, which opened in 1963. The new building was “designed as an ultra-modern bank building with attractive furnishings and fixtures designed for efficiency and service.”⁶⁰ Amenities included a parking lot that held up to 30 cars, drive-through banking, walk-up window banking and a night deposit box.⁶¹ Again, a business that started in downtown Moberly opted to remain and did so successfully. Unlike Penney's and KWIX however, City Bank constructed a new building on former residential blocks.

⁶⁰ *100th Anniversary, Moberly* (City Bank and Trust Company).

⁶¹ *Ibid.*



Figure 31. 500 W. Coates Street reflects new buildings constructed in downtown Moberly during the 1960s (Photo: Ruth Keenoy, 2017).

One of Moberly's most prominent downtown projects of the 1960s was construction of a new post office / federal building at 199 Johnson Street. The building was constructed on a parcel formerly part of Moberly's oldest downtown recreational site – Tannehill Park, established c. 1870. Moberlyans did not overwhelmingly support the post office at this location. Plans to build a new post office date to 1938, when Moberly opted out of Public Works Administration (PWA) funding due to public opposition to the project. In 1959, the city finally moved forward with its plans and began accepting bids for construction. Today the western half of the parcel remains in use as Tannehill Park and the eastern half of the parcel supports the federal building that opened in 1961 (**Figure 32**). The post office was designed by Moberly's best known architectural team, Ludwig Abt and Joseph Cleavinger. The architects designed many buildings in and around downtown, including the Municipal Building at 109 N. Clark Street (Abt) and a former Commerce Bank at 208 W. Reed Street (Cleavinger) (**Figure 33**).⁶²

⁶² "Park Site Conveyed in 1938 – Moberly Post Office Project was Initiated 22 Years Ago," *Moberly Monitor-Index* (7 March 1960), 7.

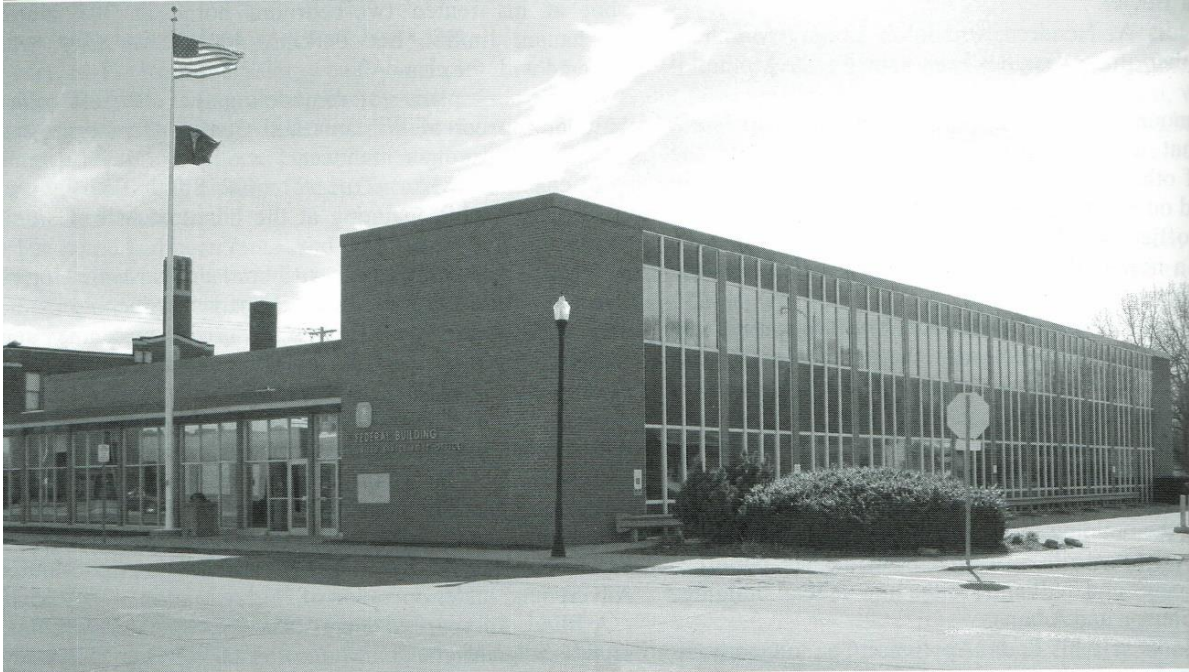


Figure 32. Moberly's Federal Building/Post Office, 1961. The building looks much the same today (Source: Orton and Court, 110).



Figure 33. Commerce Bank at 208 W. Reed Street was constructed in 1970 and designed by Joseph Cleavinger. The building is recommended as individually eligible for its architectural significance and is included within the recommended downtown district boundary expansion area (Source: clippings, Randolph County Historical Society).

The early 1970s witnessed expansion and rebuilding as city leaders promoted revitalization through new buildings, renovations of older buildings and the encouragement of business expansion downtown. A lot cleared in 1968 at 208 W. Reed Street, former site of Merchants Hotel, made way for a new Commerce Bank that opened in 1970 (**Figure 33**). A number of businesses moved into different buildings downtown, such as Goodyear, which moved from 541 W. Reed Street to the 100 block of W. Coates Street in 1968. Goodyear's location at 541 W. Reed Street was filled in 1973 by McKenzie's Prescription Shop, which moved from 509 W. Reed Street. Vacated buildings were seeing new occupants, such as 535 W. Reed Street, which supported a fabric shop in the 1970s after years of having no tenant. The 1970s also prompted expansion along Morley Street outside of the survey area – north and south of the route's intersection with Rollins Street. This included the construction of new shopping plazas, grocery stores and fast food enterprises. Older businesses along Morley Street were experiencing upgrades and moves as well, as the city prepared for another improvement of U.S. Highway 63 that began in 1973.⁶³

More than any decade previously, the 1970s impacted Moberly's downtown commercial viability. Auto dealerships, box stores and Orscheln Farm and Home (the latter a mainstay in downtown Moberly) opted to build new businesses on U.S. Highways 63 and 24.⁶⁴ Of greatest significance was the announcement in 1971 to open a Wal-Mart at the intersection of Highways 63 and 24 – a 50,000 square foot building supporting 36 departments.⁶⁵ The news spurred downtown merchants, business leaders and city officials to support civic improvements in hopes that downtown businesses could compete with large retailers. Though Moberly's Commercial Club had disbanded by the 1940s, the city continued to foster a business community that supported and promoted downtown. In the 1950s, Moberly's City Planning Commission undertook activities to address the city's rising crime and loss of shoppers by clearing dilapidated areas near Reed and Sturgeon Streets and providing well-lit public parking close to shopping establishments. New traffic lights were installed to ease congestion on W. Rollins and W. Coates Streets.⁶⁶ This was followed in 1968 by the formation of a steering committee to survey citizens about what they thought "should be done to make the Moberly community a better place in which to live."⁶⁷ This latter activity led to the development of Moberly's Community Betterment Committee, which led Moberly's efforts for downtown improvements through the 1970s.⁶⁸

⁶³ "McKenzie's to Move," *Moberly Monitor-Index* (30 August 1972), 1; Orton and Court, 144.

⁶⁴ *Ibid*, 141.

⁶⁵ "Walmart Confirms Location at Site on North Morley," *Moberly Monitor Index and Evening Democrat* (17 July 1971), 1.

⁶⁶ "Better Facilities for Parking Proposed in Planning Report," *Moberly Monitor-Index* (30 January 1960), 1.

⁶⁷ "Survey to Seek Ideas on Better Community," *Moberly Monitor-Index* (12 January 1968), 1.

⁶⁸ "Moberly Judged for Community Betterment," *Moberly Monitor-Index* (12 September 1973), 1.

Community Betterment programs began in Missouri during the 1950s, established by Union Electric (currently Ameren) Company as the Planned Progress Program. The name was changed to Community Betterment in 1963 and many communities, including Moberly, participated – it was an endeavor aimed to stimulate improvements in rural communities through public/private partnerships and remained effective in Moberly through the mid-1970s.⁶⁹

(During the 1970s), Reed, Coates and Clark streets [sic] were going through the biggest changes with aging buildings coming down in the name of progress. Highways and transportation connections were becoming a reality – both 24 and 63 – and the Rollins street underpass were enlarged and improved to usher traffic into downtown Moberly.⁷⁰

The year 1975 wrapped up many building activities initiated earlier in the decade. As noted in the quote above, the Rollins Street underpass opened to traffic and new fire and police stations were under construction on N. Clark Street. A new bank (First Community) was constructed at 100 S. Fourth Street and (as noted previously) Orscheln Farm & Home moved from N. Williams Street to its new location at the intersection of U.S. Highways 63 and 24.⁷¹ The early-to-mid 1970s had not witnessed a great deal of building construction downtown, but city leaders and community boosters were successful in retaining businesses and fostering improvements overall. One of the biggest construction projects downtown was 309 W. Reed Street, a 10,400 square foot building constructed in 1970 for P.N. Hirsch & Co. A number of buildings (as noted) downtown were remodeled for new owners or relocated businesses. One example is 513 W. Reed Street which held Moberly's Ben Franklin store. In 1970, the business relocated to a new building at 1600 N. Morley Street. Owner Marvin Goessling did not leave downtown, however; he remodeled 513 W. Reed Street and opened a craft shop in the early 1970s. Gibson Discount Center opened at 512 W. Reed Street in 1973 and Taylor's Café opened at 213 N. Fifth Street in 1975.⁷² While such activities did not keep businesses from moving out of downtown (such as the relocation of Missouri Power and Light Co. from 536 W. Reed Street in 1973 to a new headquarters on Highway 63), by the mid-1970s, downtown Moberly's "vacant buildings [could]"be counted on one hand and the buildings in ill repair [were] few."⁷³

In 1976, Moberly celebrated the nation's bi-centennial – one decade following the city's centennial celebration. In commemoration of Moberly's commercial and industrial past, a new park was dedicated in 1976 at 100 N. Sturgeon Street. The property retains the Wabash express office constructed c. 1890, which was converted to a railroad museum. The park and museum

⁶⁹ Missouri Community Betterment (MCB) website, Available at: <http://www.mocommunitybetterment.com/AboutUs/HistoryofMCB.aspx> (Access date: 12 July 2018).

⁷⁰ Orton and Court, 141.

⁷¹ Ibid, 156-157.

⁷² Orton and Court, 142, 144, 156.

⁷³ Orton and Court, 144.

illustrate and celebrate the events, places, people and impacts that shaped downtown Moberly.⁷⁴ While not all of these celebrated resources survive, the city retains many properties downtown that support the recommendations provided within this document. The year 1976 is recommended as an end point for the downtown district expansion not because it marks the nation's bicentennial activities (as noted in the "Methodology" section of this document) but because after 1976, Moberly's strategic plan for revitalizing downtown changed. The methods adapted after World War II had evolved – from the earlier era of boosterism through groups such as the Commercial Club to the 1970s evolution of Moberly's Community Betterment program. In 1977, several major changes reshaped downtown such as the closing of F.M. Stamper Feed Mill (est. 1897), the largest industrial site in downtown Moberly. Additionally, Moberly introduced a new agenda for its downtown revitalization efforts by incorporating a new city master plan based on a \$150,000 community development block grant.⁷⁵ The dedication and re-use of the former Wabash property at the east end of W. Reed Street was a significant move on Moberly's part to solidify its dedication during the 1950s-1970s to revitalize downtown.

The late 1970s and 1980s were markedly different in terms of activities in downtown Moberly. As noted in the city's sesquicentennial celebration publication, the 1980s in particular provided a decade of "slow, steady growth, with a few changes, but no earth-shattering developments." Businesses continued then – and now – to move from place to place. The downtown commercial area is no longer densely inhabited as it was at the turn of the twentieth-century but the community remains dedicated to keeping downtown viable. In 1980, a new stretch of U.S. Highway 24 opened, providing improved access between Moberly and Huntsville, Randolph County's seat of government. Recent highway improvements, including that of Highway 63, which links to Columbia, Missouri/Interstate 70, have provided a level of accessibility that turn-of-the-century Moberlyans could not have imagined. Despite this, Moberly's downtown area remains a clear demonstration of its nineteenth-century boom, early twentieth-century celebration of progress and mid-twentieth century recognition of a changing economy. The recommendations provided within this document are intended to provide guidance for how the city can continue to preserve the resources that best reflect Moberly's history.

⁷⁴ "Moberly Historical and Railroad Museum Dedication Saturday," *Moberly Monitor-Index and Evening Democrat* (29 June 1976), 1.

⁷⁵ Orton and Court, 158.

Survey Results

The survey completed in 2017-2018 included evaluation of 214 properties within the area described previously (see: Geographical Description; **Figure 2**). Of the 214 surveyed properties, 10 have outbuildings, two of which (315 N. Clark and 102 Johnson Streets) are recommended as contributing to an expanded downtown district. Also within the expanded/original district boundaries is a non-contributing cell tower (225 W. Coates Street). The existing (NRL 2012) historic district is centered within the survey area and provides a period of significance as c. 1880 -1963. The survey recommends extending the period of significance from c. 1870 (Tannehill Park) through 1976 (Moberly's railroad park associated with 100 N. Sturgeon Street), as well as expanding the district boundaries, as discussed below.

The 2012 district nomination identified 89 properties as contributing and 27 as non-contributing to the downtown commercial district (of note, the nomination counts are incorrect, see "Commercial Historic District Criteria – Contributing/Non-Contributing Properties" below). It is not recommended that any of the district's contributing properties be changed to non-contributing due to the fact that none of these properties appears to have been significantly altered, nor were any demolished since the district was listed in 2012. It is, however, recommended that nine (9) properties originally defined as non-contributing be changed to contributing due to the aforementioned change in the recommended period of significance. Such a change would render buildings altered or constructed after 1963 and prior to 1977 (provided that the properties reflect the criteria for which the district is eligible for the NRHP) as contributing to an expanded/revised downtown district. Recommendations in the following section of this document discuss what should be undertaken if the city desires to move ahead with such changes.

A **Table of Surveyed Properties**, provided as an attachment, lists all of the surveyed properties and eligibility recommendations based on the survey findings, research and historic contexts. The survey boundary, National Register boundaries (existing and recommended), property addresses and contributing/non-contributing recommendations, as well as recommendations for individually eligible properties are illustrated in **Figure 4**. In brief, the 2017-2018 survey provided the following findings.

- Of the 214 surveyed properties, 123 were identified as contributing to the existing/recommended expanded downtown district. Sixty-three (63) properties within the existing/expanded district boundaries are recommended as non-contributing.
- Ten (10) outbuildings (101 N. Ault, 315 N. Clark, 111 E. Coates, 521 W. Coates, 102 Johnson, 112 W. Rollins, 208 and 323 and 300-398 N. Williams (2 outbuildings) Streets) have been identified in the survey area, two of which (noted above) appear to contribute to the district.

- One (1) non-contributing cell tower is located on the property associated with 225 W. Coates Street.
- Seven (7) buildings within the survey area appear to be eligible as a historic district at the intersection of E. Rollins and Morley Streets (**Table 3**).
- Three (3) buildings outside of the recommended districts (111 and 113 S. Williams Street and 542 Johnson Street) may be individually eligible for the NRHP.

Recommended Updates – Moberly Commercial Historic District (NRL 2012)

The 2017-2018 survey recommends expanding Moberly’s downtown district boundaries established in 2012, as well as expanding the associated period of significance for the downtown district. These recommendations are based on changes in Moberly’s downtown area that took place during the mid-to-late twentieth century. As discussed in the “Historical Context” section of this document, Moberly’s downtown was shaped by transportation – initially the railroad and in the twentieth-century, the automobile. This latter impact – the automobile – did much to alter the downtown landscape. Businesses, industry and people began to frequent locations outside of downtown as land became developed for commerce and industry, and highways such as N. Morley Street (aka U.S. Highway 63) and U.S. Highway 24 were improved/extended. The city’s leaders and business booster groups began to organize plans for retaining businesses, attracting new businesses and increasing shopping opportunities downtown where the city’s government, entertainment and social activities had also been located for many decades. These activities continued well into the 1970s.

Moberly retains a good collection of properties that illustrate decades of building, city planning and downtown commercial/industrial viability. Such resources support extending the district’s boundaries and period of significance to reflect Moberly’s mid-to-late twentieth-century impacts. Such impacts are an important and integral component of the city’s commercial and industrial history. The 2017-2018 survey included (as discussed) a larger area of concentrated study, based on Moberly’s earliest commercial and industrial activities. This expanded area allowed a full evaluation of Moberly’s commercial/industrial activities that shaped all – not just a portion – of Moberly’s downtown area. One example of areas not previously examined is E. Coates Street northeast of the 2012 NRL district, which includes some of Moberly’s oldest commercial buildings. Adding industrial properties to the survey allowed this most recent study to consider the stretch of industrial zoned property east of the 2012 NRL district (i.e., properties along the railroad tracks), which served the city’s nineteenth and early-to-mid twentieth century industry.

The **recommended district expansion boundaries** (should the existing commercial district nomination be updated) are illustrated in **Figure 4**. The recommended expanded district is roughly bounded by Dameron, Franklin and W. Coates Streets on the north; Johnson and N.

Fourth Streets on the west; W. Rollins, Burkhart and S. Williams Streets on the south; and the railroad tracks, N. Morley and N. Ault Streets on the east.

The **recommended** date of beginning the **period of significance** with c. 1870 relates to the inclusion of Tannehill Park (outside of the 2012 district but within the expanded district area), which dates to c. 1870. The recommended change of ending the period of significance with 1976 instead of 1963 relates to Moberly's mid-twentieth-century downtown revitalization efforts, which resulted in alterations/updates to existing buildings and the construction of new buildings. The culmination of these activities occurred in 1976 when a downtown city park/museum were dedicated on a parcel formerly owned by the railroad (100 N. Sturgeon Street). Additionally, in 1977 (as discussed previously), Moberly introduced a new city master plan. The year 1976 seems a logical choice to end the associated period of significance should Moberly revise the downtown district nomination.

Vacant Lots in Downtown Moberly

The survey conducted in 2017-2018 identified a total of 26 vacant lots within the survey area. Only two of these lots – used for parking purposes – are recommended as contributing to the downtown district expansion area. The contributing parking lots are located at 507 and 513 W. Rollins Street. The lots were added to the downtown area in the 1960s, when these blocks along W. Rollins Street were removed of residential properties. This was part of Moberly's plan to revitalize downtown by opening areas for new construction and surface parking lots adjacent to businesses. These lots demonstrate the city's changing physical character after World War II, when automobiles spurred the construction of new roads, businesses and industry beyond the inner city. In addition to such transportation-related impacts, Moberly's urban landscape has also been shaped by unexpected events such as fires (1874, 1918, 1963, 1966, 1969, 1973) and storms (1907, 1995). For example, the most recent tornado in 1995 damaged an estimated 40 buildings downtown, particularly within the 100 blocks of Coates, Clark, Williams, Rollins and Sturgeon Streets.⁷⁶ Most vacant lots in downtown Moberly are the result of such events although some areas, cleared of residential properties in the 1960s and 1970s (such as W. Rollins) served to provide safe, well-lit surface parking lots within walking distance to buildings that supported shopping, businesses (restaurants, law firms, barbers, etc.), government and entertainment.

Commercial Historic District Criteria and Contributing/Non-Contributing Properties

The recommended district expansion includes continuation of the original district nomination's National Register Criteria: A (Commerce) and C (Architecture). Should the City of Moberly revise the nomination, it is recommended that these criteria remain the same for the future

⁷⁶ Orton and Court, (2016), 196-197.

nomination. Additionally, the 2012 National Register nomination includes the following property types:

- Commerce/Trade/Bank
- Commerce/Trade/Specialty Store
- Education/Library
- Government/Post Office
- Recreation/Culture/Theater
- Government/Post Office
- Social/Meeting Hall

It is recommended that to the above property types, the revised nomination include a property type for Recreation/Culture/Park.

The property type addition is based on the inclusion of Tannehill Park (100 Hagood Street) and the Railroad Museum/Park (100 N. Sturgeon Street) to the district’s expanded boundaries. Tannehill Park is the city’s oldest downtown recreational resource, established c. 1870. During the period of significance, the property was used to support downtown activities that centered on commercial activities. The city’s Railroad Park, established in 1976, was the final change to Moberly’s downtown area that relates to mid-twentieth century activities focused on revitalization efforts. Both parks supported events that promoted Moberly’s businesses and encouraged citizens and tourists to spend more time downtown. For this reason, both parks are recommended as contributing to the district under Criterion A: Commerce.

Contributing and non-contributing property counts in the 2012 National Register nomination are inconsistent with the survey findings. For example, some buildings in the National Register nomination describe a single resource for what are two or more properties. One example is 205 N. Clark, which is attached to the rear elevation of 201 W. Reed Street. While the resource is within the original district nomination boundaries, 205 N. Clark Street is not described in the nomination nor is the building referenced as a rear wing associated with 201 W. Reed Street. Additionally, not all of the properties within the district (such as the parking lot at 215-219 N. Clark) were counted as resources in the nomination. These discrepancies are noted in **Table 2**, below.

Table 2. Updated Information for 2012 National Register District

2012 National Register District	Updated Information
205 N. Clark Street – omitted	This is a one-story rear wing associated with 201 W. Reed Street. Both properties (Clark and Reed) are identified individually in the current survey. Both contribute to the district.
215-219 N. Clark Street – omitted	A parking lot recommended as non-contributing to the district.

2012 National Register District	Updated Information
530 W. Coates Street – identified as 206 W. Coates Street	Updated address to 530 W. Coates which reflects current parcel information. Non-contributing to district.
216 N. Fifth Street	Address per city records should be 218 N. Fifth Street; updated in survey.
213 N. Fourth Street identified as part of 211-213 N. Fourth Street	Should be two properties (211 and 213 N. Fourth Street). Both contribute district.
214 N. Fourth Street identified as part of 210 N. Fourth Street	210 and 214 N. Fourth Street are two resources. Both contribute to the district.
219 N. Fourth Street – omitted	A parking lot recommended as non-contributing to the district.
308 W. Reed Street – omitted	The building was added to the survey and is recommended as non-contributing to the district.
315 W. Reed Street – omitted	The building was added to the survey and is recommended as contributing to the district.
504 W. Reed Street identified as part of 512 W. Reed Street	Two resources – 504 and 512 W. Reed Street. Both contribute to the district.
509 W. Reed Street identified as part of 507 W. Reed Street description	Two resources – 507 and 509 W. Reed Street. Both are non-contributing to the district.
209, 211, 213 N. Williams Street are identified as a single non-contributing resource	Building records indicate three parcels. All three are recommended as contributing to the district.

The **2012 National Register nomination** form indicates that the district includes 89 contributing properties and 27 non-contributing properties. Based on the corrections made during the survey, however, the NRL 2012 district includes 69 contributing and 32 non-contributing properties (total of 101 properties). The change in numbers is due in large part to the fact that a few single buildings were counted as two or more buildings and some parking/vacant lots were omitted from the nomination form. **Nine (9) buildings** within the existing district (214 N. Fifth Street; 309, 314, 408 413, 500 W. Reed Street and 209, 211 and 213 N. Williams Street) are recommended as being **changed from non-contributing to contributing** status should the nomination be updated. The change in non-contributing status reflects the recommended period of updated significance from c. 1870 – 1976.

The recommended **expanded National Register boundary (Figure 4)** would include the **addition of 68 properties**. One of the properties (formerly Moberly Junior High School) is on the NRHP, listed in 2007 (see following subsection, “Individually Eligible Properties”). Seven (7) properties within the expansion area are potentially individually for the NRHP. These properties include:

- 109 N. Clark Street
- 101 S. Fourth Street
- 199 Johnson Street
- 244 Moulton Street
- 208 W. Reed Street

- 514 W. Rollins Street
- 100 N. Sturgeon Street

The recommended district expansion also includes 44 contributing properties (including two outbuildings and one previously NRHP listed property) and 30 non-contributing properties (including two outbuildings).

Total resource count for the **expanded district**, including the 2012 National Register district properties (based on expansion criteria and extended period of significance) would be **123 contributing** (includes individually and previously listed buildings) and **65 non-contributing** properties. The total count for all buildings and structures in the expanded district (contributing and non-contributing) is 188.

Attachment A provides a complete listing of these resources. Of note, some parcels (counted as individual properties for the purpose of the survey/addresses) include more than one building and/or structure. All buildings/structures have been included in the total (188) properties for the expanded district.

Auto-Related Historic District – Morley Street

In addition to expanding Moberly’s Commercial Historic District, the survey recommends an auto-related historic district consisting of seven properties at the intersection of Morley and Rollins Streets. This small district is located at the southeast corner of the survey area and includes one property outside of the survey area (120 S. Morley Street). Additional research is recommended to fully define the boundaries for the recommended district. All of the buildings identified in the district relate to automobile commerce. The properties are oriented toward Morley Street (aka U.S. Highway 63), which developed as a commercial thoroughfare, particularly after World War II.

The earliest building in the proposed automotive district, 101 S. Morley Street, was originally a grocery store and the only building in the proposed district not used as an auto sales/service business. 101 S. Morley Street is considered contributing, however, because it demonstrates early interest in developing Morley Street as a commercial area. The remaining six properties in the proposed historic district, including a railroad bridge, are all automobile-related (i.e., sales, service and transportation resources, **Figures 24, 52 and 63**). The district is recommended eligible under Criterion A: Commerce. The period of significance would begin with the earliest building in the district (c. 1915). Additional research is recommended to determine an appropriate end date for the period of significance.

Table 3 lists the buildings recommended as contributing to the auto-related district at the intersection of Morley/Rollins Streets (**Figure 5**).

Table 3. Recommended District Properties – Intersection of Morley and Rollins Streets.

Address	Historic or Current Name	Contributing to District?
Morley Street (no number)	Morley Street Underpass	Yes
101 N. Morley Street	Shell Super Service Station	Yes
101 S. Morley Street	Sternitzke Grocery	Yes
103 S. Morley Street	Goddard-White Dealership	Yes
109 N. Morley Street	Missouri Petroleum Co.	Yes
111 N. Morley Street	Auto Electric	Yes
120 S. Morley Street	Rick's Tire (not surveyed)	Yes

Individually Eligible Properties

The survey recommends 16 properties as individually eligible for the NRHP. As noted in **Table 4**, below, seven (7) properties within the district expansion area are recommended as individually eligible for the NRHP. Three (3) properties may be individually eligible outside of all recommended district boundaries. Six (6) properties within the 2012 downtown district appear individually eligible for the NRHP. One property within the survey area (and within the district expansion area) was listed to the National Register in 2007.

Table 4. Individually Eligible/Listed Properties in the Survey Area.

Address	Historic or Current Name	2012 District Area (D) Expanded District (DE) Individually Listed (NRL)
100 N. Sturgeon Street	Wabash Railroad Express Office	DE
101 S. Fourth Street	Trinity ME Church	DE
101 Johnson Street	Moberly Junior High School	DE / NRL
109 N. Clark Street	Municipal Auditorium	DE
110 N. Fourth Street*	Fourth Street Theatre	D (C in 2012 district)
111 N. Fourth Street*	Moberly Library	D (C in 2012 district)
111 S. Williams Street	Tallen (Apartments)	Not in a district
113 S. Williams Street	Tallen Candy Company	Not in a district
199 Johnson Street	Moberly Federal Building	DE
205 W. Reed Street*	Farmers & Merchants Bank	D (C in 2012 district)
208 W. Reed Street	Commerce Bank	D (NC in 2012 district)
223 N. Williams Street*	Post Office	D (C in 2012 district)
225 W. Coates Street*	MO-KS Telephone Company	D (C in 2012 district)
244 N. Moulton Street	Wabash Inn / Beanery	DE
401 W. Rollins Street*	Masonic Lodge No. 344	D (C in 2012 district)
514 W. Rollins Street	First Baptist Church	DE
546 Johnson Street	Moberly Body Works	Not in a district

**These buildings are listed in the NRHP as contributing to Moberly's 2012 downtown commercial district. Contributing district properties are eligible for historic tax credits. Individual listing is not recommended.*

100 N. Sturgeon Street is a large parcel currently utilized as a railroad history park that includes a former Wabash Railroad express building. Constructed c. 1890, the Wabash Railroad Express Office appears individually eligible for its architectural (Criterion C) and possibly historical (Criterion A: Transportation) association.⁷⁷ The building is an excellent example of its Classical Revival style and use as a Wabash Railroad property (**Figure 12**). The building's period of significance is recommended as 1890 if individually listed to the NRHP. This relates to the building's construction date (Criterion C: Architecture). Should the property be listed for its historical association (Criterion A: Transportation), it is recommended that additional research be conducted to determine the building's years of use as an express freight office. The associated period of significance under Criterion A would be defined by those years.

101 S. Fourth Street is currently used by the congregation of Trinity Methodist Episcopal Church. The building was constructed in 1889 and added on to in 1941 and 1968.⁷⁸ The property is recommended as individually eligible for its architectural significance (Criterion C). The church is an excellent example of a Gothic Revival style building with a Modern wing. The recommended period of significance for the building's Criterion C associations is 1889 – 1968, reflecting the years during which the original church and two west wings were constructed. The property is also recommended as a contributing property within the expanded downtown commercial district (**Figures 34 – 35**).

⁷⁷ Rosin Preservation, "Moberly Downtown East Historic Resources Survey," (January 2007) Unpublished. Available at: <https://dnr.mo.gov/shpo/survey/RNAS002-R.pdf> (Survey form, 100 N. Sturgeon Street).

⁷⁸ *100th Anniversary History, Moberly, Missouri*. Moberly, MO: Moberly Centennial Association, 1966.



Figure 34. 101 S. Fourth Street, view is southwest. The building is recommended individually eligible under Criterion C and would also contribute to an expanded downtown commercial district (Photo: Ruth Keenoy, 2018).



Figure 35. 101 S. Fourth Street, view is southwest. This photo (Keenoy, 2018) illustrates the building's two modern west wings constructed in 1941 and 1968.

101 N. Johnson Street was listed to the NRHP in 2007 for its Criterion A (Education) and Criterion C (Architecture) significance. The building, originally used as Moberly’s high school, burned in 1917. The rear wing was retained and the building’s primary wing (**Figure 36**) was constructed in 1930. Afterward, the property was deemed for use as Moberly Junior High School. The nomination form is available online through the Missouri State Historic Preservation Office’s website. The associated period of significance is 1917 – 1957. The end date for the period of significance is based on a 50-year determination formerly utilized when nominating properties to the NRHP.⁷⁹ The building is within the area of recommended expansion for Moberly’s Commercial Historic District.



Figure 36. Moberly Junior High School (aka Moberly Central High School) was listed to the NRHP in 2007. View is northwest (Photo: Ruth Keenoy, 2018).

⁷⁹ Debbie Sheals and Becky Snider, “Moberly Junior High School,” *National Register of Historic Places Registration Form* (2007), 8:11.

109 N. Clark Street is Moberly’s Municipal Auditorium, an exceptional example of Moderne style architecture in downtown Moberly (**Figure 37**). The building is recommended for individual listing under Criterion C (Architecture) and is within the area of recommended expansion for Moberly’s Commercial Historic District. The property was constructed in 1938 and designed by local architect, Ludwig Abt.⁸⁰ The recommended period of significance is 1938, relating to the building’s year of construction.



Figure 37. 109 N. Clark Street, view is northwest. The property is individually eligible under Criterion C (Architecture)

⁸⁰ Rosin Preservation, Available at: <https://dnr.mo.gov/shpo/survey/RNAS002-R.pdf> (Survey form, 109 N. Clark Street).

110 N. Fourth Street is the Fourth Street Theatre, which is a contributing property within Moberly's 2012 Commercial Historic District (**Figure 38**). The property, refurbished since the district nomination, is a good example of the Beaux Arts style and appears individually eligible for the NRHP under Criterion C: Architecture. The property was constructed c. 1913 and designed by Ludwig Abt.⁸¹ The recommended period of significance for an individual nomination under Criterion C is 1913, related to the building's year of construction.



Figure 38. Fourth Street Theatre in downtown Moberly is within the boundaries of Moberly's 2012 Commercial Historic District and also individually eligible for its architectural style. View is east (Photo: Ruth Keenoy, 2018).

⁸¹ The Fourth Street Theatre, Available at: <http://www.fourthstreettheatre.com/> (Access date 02/19/2018).

111 N. Fourth Street is Moberly’s public library, constructed in 1903-1904 using funds donated by Andrew Carnegie (**Figures 16 and 39**). The building was designed by St. Louis architect Jerome Bibb Legg and appears to be individually eligible for the NRHP under Criterion C (Architecture) as a noteworthy example of the Neoclassical style.⁸² The building is a contributing property in Moberly’s 2012 Commercial Historic District. The recommended period of significance for the building’s individual eligibility is 1903-1904, related to the period of construction.



Figure 39. Moberly’s Public Library at 111 N. Fourth Street was funded by philanthropist Andrew Carnegie and constructed in 1903-1904. View is southwest (Photo: Ruth Keenoy, 2018).

⁸² *100th Anniversary*, 130; “Local and Personal,” *Moberly Evening Democrat* (9 June 1909), 3.

111 S. Williams Street was originally used as housing and possibly a business associated with the Tallen Family who owned and operated the adjacent property at **113 S. Williams Street** (**Figure 40**). W.G. Tallen, a Greek immigrant, constructed both buildings in 1929 when he established his own candy works business (113 S. Williams Street) and provided residential space (111 S. Williams) for his family.⁸³ Additional information is recommended to determine whether the buildings retain interior integrity for listing under Criterion A: Commerce. The recommended period of significance would date from 1929 through the time that the candy factory closed (additional research is recommended to verify this end date, believed to be in the 1940s).



Figure 40. 113 S. Williams Street (left) and 111 S. Williams Street (right) were constructed in 1929. These buildings share a common wall and may be individually eligible under Criterion A (commerce/industry). View is southwest (Photo: Ruth Keenoy, 2018).

⁸³ “C.H. Brown New Owner of Candy Store Works Here,” *Moberly Monitor-Index* (14 February 1949), 2.

199 Johnson Street is Moberly's Federal Building / Post Office constructed in 1959-1960. The building is within the area recommended for Moberly's downtown district expansion and additionally meets Criterion C (Architecture) as an exceptional example of an International Style post office (**Figures 32** and **41**). The building retains interior integrity. The associated period of significance relates to the building's period of construction, 1959-1960. The property was designed by the firm of (Ludwig) Abt and (Joseph) Cleavinger. It is likely that the design was that of Joseph Kay Cleavinger, who specialized in modern buildings.⁸⁴



Figure 41. 199 Johnson Street is an excellent example of an International Style post office. View is northwest (Photo: Ruth Keenoy, 2018).

⁸⁴ “Joseph Cleavinger, 1927 – 2012” (Obituary), *Columbia Daily Tribune* (28 June 2012); “Moberly Post Office Project Was Initiated 22 Years Ago,” *Moberly Monitor-Index* (7 March 1960), 7.

205 W. Reed Street was constructed in 1919 for the Farmers & Merchants Bank and is a unique example of its type in Moberly’s 2012 Commercial Historic District (**Figure 42**). The property is listed as contributing to the district and sufficiently striking in its Neoclassical Revival detailing to be considered individually eligible for the NRHP under Criterion C: Architecture. Such a designation’s recommended period of significance is the building’s year of construction, 1919.



Figure 42, 205 W. Reed Street is a contributing property within Moberly’s 2012 Commercial Historic District that may be individually eligible for its architectural contributions (Photo: Ruth Keenoy, 2017). View is north.

208 W. Reed Street was constructed as Commerce Bank in 1970 and is an excellent example of the New Formalism style (**Figures 33 and 43**).⁸⁵ The building appears to have been changed little since construction and based on its interior integrity may be individually eligible for the NRHP under Criterion C: Architecture. The period of significance for a single-property listing is recommended as 1970, related to the building’s year of construction. The property is within the downtown 2012 Commercial Historic District but identified as non-contributing to the district (which ends its period of significance in 1963). Should Moberly’s downtown district be expanded, the building would contribute to the district under Criteria A (Commerce) and C (Architecture).



Figure 43. 208 W. Reed Street is recommended as contributing to a downtown district expansion, as well as individually eligible for the NRHP (Photo: Ruth Keenoy, 2018). View is southwest.

⁸⁵ “Commerce Bank Marks its 99th Anniversary,” *Moberly Monitor-Index & Evening Democrat* (18 December 1971), 6A.

223 N. Williams Street is Moberly's earliest extant post office, constructed in 1915 and designed by U.S. Treasury Architect, James Wetmore. The building is an outstanding example of an early twentieth-century U.S. Post Office reflecting the Colonial Revival style. The building is an exemplary example of its design and use, meeting Criterion C: Architecture for individual listing to the NRHP. The associated period of significance (recommended) is 1915, relating to the building's year of construction (**Figure 44**). The property is within the boundaries of Moberly's 2012 Commercial Historic Property and is deemed a contributing resource within the district.



Figure 44. 223 N. Williams Street was originally a post office, converted for use as city offices and a court house. View is northwest (Photo: Ruth Keenoy, 2018).

225 W. Coates Street is currently used by Southwestern Bell Telephone Company, constructed in 1911 for the Missouri-Kansas Telephone Company.⁸⁶ The property is a contributing feature of Moberly's 2012 Commercial Historic District, meeting Criterion A: Commerce and Criterion C: Architecture. The property additionally appears eligible individually under Criterion A: Communications for its role in communications/telephone service for the Moberly community. Research would be necessary to determine the building's period of significance (which would begin in 1911) should an individual NRHP is pursued.



Figure 45. 225 W. Coates Street, view is northeast. The building may be individually eligible for its role as a communications/telephone office (Criterion A). (Photo: Ruth Keenoy, 2018).

⁸⁶ David Taylor (Taylor & Taylor Associates), "Moberly Commercial Historic District," *National Register of Historic Places Registration Form* (2012), 8:24.

244 N. Moulton Street was constructed c. 1960 to serve railroad employees who did not reside in Moberly (**Figure 46**). The upper floor was used for overnight lodging and the lower floor held a cafeteria/restaurant known as “The Beanery.”⁸⁷ The building is an excellent example of a Modern style mid-twentieth-century property and is recommended as contributing to Moberly’s downtown expanded district area under Criterion C: Architecture. The property is a unique addition to Moberly’s downtown resources and also individually eligible for the NRHP (Criterion C). If listed individually, the recommended period of significance would relate to the building’s construction date, 1960c.



Figure 46. Locally known as “The Beanery,” 244 N. Moulton was constructed c. 1960 and used by the railroad company for employees who were stationed temporarily or overnight in Moberly (Photo: Ruth Keenoy, 2018).

⁸⁷ Joe Barnes / Randolph County Historical Society.

401 W. Rollins Street is a Masonic Lodge constructed in 1929. Designed by Victor T. Defoe (Kansas City, MO), the building is an excellent – and Moberly’s sole – example of Egyptian Revival style architecture (**Figure 47**).⁸⁸ The building’s individual eligibility relates to its significance under Criterion C: Architecture. The recommended period of significance for individual eligibility is 1929, based on the building’s year of construction.



Figure 47. 401 W. Rollins Street is individually eligible under Criterion C: Architecture. View is northwest (Photo: Ruth Keenoy, 2018).

514 W. Rollins Street is Moberly’s First Baptist Church, constructed in 1905. Modern wing additions were added in 1960 and 1971. The building is recommended as a contributing resource (Criterion C: Architecture) within Moberly’s downtown district expansion area and also appears individually eligible under this criterion.⁸⁹ The Classical Revival style church, complemented by its mid-twentieth-century wings, is an outstanding addition to the city’s downtown properties. The period of significance is recommended as 1905-1971 – the era in which the church was constructed (**Figures 48 and 49**).

⁸⁸ “Egyptian Temple to Be Built for Moberly Masonry” (*Moberly Monitor-Index*, May 17, 1929), 1.

⁸⁹ *100th Anniversary History, Moberly*, page not numbered.



Figure 48. 514 W. Rollins Street. This image depicts the 1905 primary church wing (Photo: Ruth Keenoy, 2018). View is southwest.



Figure 49. 514 W. Rollins. This photo illustrates the wing constructed in 1960; view is southwest (Photo: Ruth Keenoy, 2018).

542-546 Johnson Street is a roadside auto-related business constructed c. 1925 (**Figure 50**). The property is outside of the area recommended for the downtown district expansion but may be individually eligible under Criterion C: Architecture as a good example of a roadside vernacular commercial property. The building's interior would need to be relatively intact (i.e., able to demonstrate the property's use during the period of significance) to be individually eligible for the NRHP. The recommended period of significance is 1925 but may be extended if research demonstrates the building is also significant for its commercial (Criterion A) association.



Figure 50. 542-546 Johnson Street, view is northeast. The property is a unique roadside commercial building used as an auto-related business in the early-to-mid 20th century (Photo: Ruth Keenoy, 2018).

Architectural Styles and Property Types

The survey identified 19 architectural styles within the survey boundaries. **Table 5**, below, provides a list of the architectural styles and total number of surveyed properties that fit the style definitions described below.

Table 5, Architectural Styles Identified in Moberly's 2017-2018 Survey

Architectural Style / Type	Total
American Foursquare	2
Art Deco	1
Automobile Sales/Service	12
Beaux Arts	1
Colonial Revival	2
Egyptian Revival	1
Folk Victorian	1
Gothic Revival	1
International	1
Italianate	7
Modern	2
Moderne	2
Neoclassical/Classical Revival	3
Neo-Colonial/New Traditional Rev.	3
Neo-Mansard	1
New Formalism	1
One Part Commercial Block	42
Two Part Commercial Block	69
Warehouse/Industrial Block	7

American Foursquare

The American Foursquare was a popular house type from the mid-1890s through the late 1930s. The house form is simple in design and layout, which fulfilled the changing attitudes and needs of American homeowners at the turn of the twentieth-century. By 1900, homeowners generally did not wish to live in large, ornate houses (such as the Queen Anne style) with a complex layout; they preferred a straightforward design that required less upkeep. The American Foursquare was popular in mail-order/catalog housing. Such offerings were affordable and easily shipped by railroad. The style gains its name from its boxy design that often assimilates features of the Craftsman and Prairie styles.⁹⁰

American Foursquare includes the following features:

- A square or boxy footprint
- Two-and-a-half stories in height

⁹⁰ Virginia McAlester, *A Field Guide to American Houses* (Alfred A. Knopf: New York, 2013), 555.

- Hipped roof with dormers
- Full-width porch
- Symmetrical with a centered front entrance
- Very little detailing
- Exterior materials of brick, wood, stone and stucco

Two dwellings surveyed in 2017-2018 were identified as American Foursquares, 315 and 319 N. Williams Street (**Figure 51**).



Figure 51. 315 N. Williams Street is an example of an American Foursquare dwelling. View is northwest (Photo: Ruth Keenoy, 2018).

Art Deco Style

The Art Deco style was inspired by the International Exposition of Modern Decorative and Industrial Arts held in Paris, France in 1925. The Art Deco style deliberately separated itself from previous architectural influences as an attempt to symbolize the concepts of the modern era. Art Deco influenced buildings utilize modern construction technology through stylistic embellishments such as chevron and zigzag patterns. The Art Deco style was popular in public and commercial buildings and frequently found in New Deal era examples, such as Moberly's Junior High School (101 Johnson Street, **Figure 36**), constructed with Public Works

Administration funds. The Art Deco style remained popular in the United States through the 1940s.⁹¹

Art Deco style includes the following features:

- Smooth wall surface
- Linear in design; sharp edged
- Stepped or setback front façade
- Strips of windows with decorative spandrels
- Stylized decorative features utilizing geometrical forms, chevrons and zigzags
- Fluting and reeding around doors/windows
- Neon lights
- Enamel panels
- Low-relief decorative panels
- Glazed brick, stucco, concrete blocks and mosaic tiles

Only one property downtown (101 Johnson Street) fully defines the Art Deco style. However, the style's influence is also visible in concrete pilaster detailing on the Morley Street Underpass, constructed in 1954 (**Figure 24**).

Automobile Sales and Service

Automobile related sales and service buildings include dealerships and gas stations. Earliest examples are businesses that originated as horse/carriage type businesses – blacksmiths and liverys – most were located along W. Coates Street (such as the examples discussed in the “Historic Context” section of this document). Moberly also has examples of dealerships constructed specifically for the automobile, such as 103 S. Morley (**Figure 52**). Auto-related businesses continued to grow in number after World War II, when more people were buying automobiles. This led to the construction of larger dealerships, service buildings with multiple bays, and gasoline stations with multiple pumps. Automobile dealerships provided space to showcase cars or (in early examples) a catalog sales office from which cars could be ordered. Such properties also provided space for automobile service and most sold accessories, such as tires. Typically office areas provided a separate entrance to accommodate customers – usually on the building's façade. Gasoline/service stations are distinguished by a fuel pump station with a main building for the office and customers (**Figure 53**). The fuel pump station area is usually covered with a free-standing canopy may be attached to the main building. Some gas stations offered repair and maintenance service. The service area is usually attached to the main building and includes one or more bays with overhead track doors.⁹²

⁹¹ Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (The John Hopkins University Press: Baltimore, 1995), 54-55.

⁹² Liebs, 75, 85-86, 95-98, 102-106.

The survey identified 12 automobile sales/service properties (i.e., properties constructed solely for this purpose), including a recommended auto-related historic district at the intersection of Rollins/Morley Streets. In addition to the auto-related district properties (**Table 3**), automobile sales/service buildings within the survey area include: 315, 401, 407, 419 and 421-423 W. Coates Street, 102 and 542-546 Johnson Street and 100-104 N. Fourth Street.

Automobile Dealerships include the following features:

- One to two stories in height
- One or more garage/service bays
- Garage doors – solid panel, panels with glass, glass panels in frames
- Office area with main entrance and public waiting space
- Brick, concrete, concrete block, stucco and wood and metal siding



Figure 52. 103 S. Morley was constructed c. 1925 as an automobile dealership, Goddard-White Auto Sales/Tires. View is northwest (Photo: Ruth Keenoy, 2018).

Service/Gasoline Stations include the following features:

- Fuel pump area sheltered by a canopy – freestanding or attached to main building
- Fuel pumps
- Main building – attached to canopy or freestanding
- Service bay area



Figure 53. 101 N. Morley Street was constructed as a Shell Service Station c. 1945. View is northwest (Photo: Ruth Keenoy, 2018).

Beaux-Arts

The Beaux-Arts style was introduced in the United States by architects who studied at L’Ecole des Beaux-Arts in France. The style was popular from 1880 – 1930. It is considered to be one of the most lavish, focusing Greek, Roman and Renaissance influences. Ornamental detailing includes sculptural elements, as illustrated by Moberly’s sole example in the survey area, the Fourth Street Theatre (110 N. Fourth Street, **Figure 38**). Though most commonly used in public buildings, the style is also illustrated in residential design. The ornate detailing and overall size of Beaux-Arts buildings made it costly to construct, which led to its decline during the Great Depression.⁹³

Beaux-Arts style buildings typically include the following features:

- Symmetrical in design
- Prominent columns
- Generous use of ornamentation including sculptural/statuary elements
- Roofline balustrades
- Banded rustication
- Quoins
- Masonry exterior wall surface

⁹³ McAlester, 477-478.

Colonial Revival Style

The Colonial Revival style was developed by four architects inspired by the 1876 Philadelphia Centennial celebration of the founding of the United States.⁹⁴ In 1877, Charles Fallen McKim, William Mead, Stanford White and William Bigelow toured New England to compile sketches and measured drawings of Colonial-era housing. The architects followed up their tour by introducing modern building designs “inspired by colonial precedents.”⁹⁵ Architectural pattern books assisted with promoting widespread public appreciation for the Colonial Revival style. Publications such as *American Architect and Building News* (1890s) and *White Pine Series of Architectural Monographs* (1910s) were among the widely circulated offerings that increased public awareness of the style.⁹⁶ Though seen overwhelmingly in early twentieth-century residential design, the style was also popular in public, churches, schools, banks and government buildings. The 2017-2018 survey identified two Colonial Revival style buildings: 223 N. Williams (**Figure 44**) and 549 W. Coates Streets.

Colonial Revival style commercial/public buildings usually include the following features.

- Symmetrical façade
- One or more stories
- Hipped, flat or side gabled roof
- Double-hung wood sash; adjacent pairs; often flanked by shutters; Palladian window; symmetrical placement
- Wood or brick siding
- Wood panel doors with glass; sidelight and transoms; door surrounds with pediments, narrow columns or pilasters
- Cornice decorated with dentils or modillions; dormers; porte-cochere; boxed wall junctions with restrained overhanging eaves

Egyptian Revival Style

The Egyptian Revival style emerged in the United States and Europe during the 1820s. While all revival movements that shaped new styles are inspired by previous styles, Egyptian Revival style is deeply rooted in its traditional precedents. One of the earliest structures adapting the style in the United States is the Washington Monument, designed to imitate Egyptian obelisks. In the 1920s, the style experienced a modern revival when Art Deco became popular – Art Deco detailing often incorporates Egyptian inspired motifs. Buildings and structures that most commonly incorporate Egyptian Revival design include cemetery monuments and mausoleums,

⁹⁴ Mark Gelernter, *A History of American Architecture: Buildings in Their Culture and Technological Context* (Hanover, NH: University Press of New England, 1999), 180.

⁹⁵ Virginia McAlester and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 1998), 326.

⁹⁶ McAlester and McAlester, 326.

temples, churches, prisons, theaters, financial buildings and government buildings.⁹⁷ Moberly's sole example is an excellent one, a Masonic Lodge at 401 W. Rollins Street (**Figure 47**).

Egyptian Revival style includes the following features:

- Flat roof
- Smooth wall surface – monumental effect
- Thick and solid appearance
- Pilasters
- Small size window openings, few windows or no windows
- Columns – papyrus, palm or reed design
- Winged orbs
- Hieroglyphic symbols
- Cavetto moldings
- Cubical or rectangular footprint

Folk Victorian

The Folk Victorian style emerged during the late nineteenth century, gaining popularity when mass-production and railroads allowed building materials and embellishments to be affordably purchased and shipped to most Americans. Folk Victorian applies only to residential construction. It was made popular through architectural catalogs and magazines, which advertised the sale of housing embellishments inspired by the Queen Anne style. Such embellishments were often applied to new housing constructed at the turn of the twentieth-century but also provided an affordable way to update older houses. Most examples incorporate such embellishments on porches. Folk Victorian housing was most popular during the late 1890s to early 1900s.⁹⁸

Folk Victorian typically includes the following features:

- L-shaped or gable-front plan
- Asymmetrical
- Spindle work detailing commonly found on porches
- Queen Anne or Italianate influenced cornice brackets (less common, Gothic inspired)
- One to one-and-a-half stories

The survey identified one property, 323 N. Williams Street, as Folk Victorian (**Figure 54**).

⁹⁷ Marcus Whiffen, *American Architecture, Volume 1, 1607-1860* (MIT Press: Massachusetts, 1996), 176-177; James C. Massey and Shirley Maxwell, *House Styles in America* (Penguin Studio: New York, 1996), 96-97.

⁹⁸ McAlester, 397.



Figure 54. Although 323 N. Williams Street has been modified with a porch enclosure, the dwelling retains evidence of its Folk Victorian influence through its 1.5-story gable and wing plan and Queen Anne-influenced windows. View is west (Photo: Ruth Keenoy, 2018).

Gothic Revival Style

The Gothic Revival Style was established in England during the nineteenth century and soon became popular in the United States. Like other revival styles, Gothic Revival stems from an earlier form of the movement that was proportionally defined and restrained in ornamentation. While popular in residential design, Gothic Revival was most widely used in churches and collegiate buildings. The style was most popular in the United States during the 1840s–1880s.⁹⁹ One example of the style was surveyed in Moberly, Trinity Methodist Episcopal Church at the southwest intersection of W. Rollins and S. Fourth Streets (101 S. Fourth Street, **Figure 34**).

Gothic Revival Style includes the following features:

- Steeply pitched roof with high narrow points
- Gables, steeply pitched with high narrow points
- Vertical emphasis
- Wall surface extends into the gable
- Gable ends with decorative vergeboards
- Windows extend into the gables
- Steeply pointed arched windows

⁹⁹ Kathleen Mahoney, *Gothic Style* (Harry N. Abrams, Inc., Publishers: New York, 1995), 167 -177.

International Style

The International Style is most often attributed to the influences of French-Swiss architect, Le Corbusier. It became popular in the United States in the 1920s and remained so through the 1940s. Established on modern ideologies of materials and structure – steel, concrete and glass – the style stressed function over design, rebuffing traditional ideas about architecture.¹⁰⁰

Buildings commonly designed in the style are commercial, government, educational and residential. Moberly has one example of the International Style within the survey area, a post office at 199 Johnson Street constructed in 1959-1960 (**Figures 32 and 41**). Though a late example, it is nonetheless a noteworthy addition to the city's downtown resources.

International Style includes the following features:

- Flat roof
- Rectangular forms
- Cantilevered projections
- Ribbon windows, curtain walls of glass and corner windows
- Concrete and steel
- Solid smooth wall surfaces
- Lack of ornamentation
- Asymmetrical in design

Italianate Style

The Italianate Style emerged as part of the Picturesque movement, which rejected earlier classical styles such as Roman and Greek. In the example of the Italianate Style, the movement “emphasized rambling Italian farmhouses, with their characteristic square towers.”¹⁰¹ The Italianate style was popularized by Andrew Jackson Downing's 19th century design publications. It was used frequently in residential design and prominently featured in large commercial buildings. Italianate architecture became prevalent in the United States around 1850 and remained so through the nineteenth century.¹⁰²

Italianate style architecture typically includes the following features:

- Flat topped roof with wide overhanging eaves
- Two or more stories in height
- Brackets – double (common) and single (less common)
- Pressed metal facades
- Tall narrow windows with ornate window hoods

¹⁰⁰ Ernest Burden, *Illustrated Dictionary of Architecture* (McGraw-Hill: New York, 2002), 178.

¹⁰¹ McAlester and McAlester, 212.

¹⁰² Virginia Savage McAlester, 283, 284 and 286.

The 2017-2018 survey identified seven examples of Italianate-influenced buildings: 220 N. Clark, 320-322 W. Reed (**Figure 55**), 413 W. Reed, 318 W. Reed, 111 E. Coates, 209 N. Clark and 205 N. Clark Streets.



Figure 55. 320-22 W. Reed Street is one of several Italianate style commercial buildings in downtown Moberly. View is southwest (Photo: Ruth Keenoy, 2018).

Modern Movement

Some buildings identified in the survey fail to meet the definitions of a single style of modern architecture, such as International and New Formalism. Such properties are identified simply as “Modern” because they incorporate influences of the Modern Movement, which began in the mid-1930s. The main design elements of a Modern building are composed by orderly placement of details and diminished ornamentation. Modern architecture utilizes materials fabricated from new manufacturing techniques acquired during and after World War II such as steel and aluminum. The catch-all style is illustrated in all types of buildings – commercial, government, residential, financial and public.¹⁰³

¹⁰³ Liebs, 58-59.

Modern Architecture includes the following features:

- Little ornamentation - uncluttered
- Clean lines
- Modern materials – concrete, steel, glass and brick
- Functional design

Three buildings in the survey area are identified as Modern: 244 N. Moulton (**Figure 46**), 509 W. Rollins and 500 W. Coates (**Figure 31**) Streets. Additionally, the contemporary wings on churches at 110 N. Fourth Street (**Figure 35**) and 514 W. Rollins (**Figure 48**) illustrate Modern Movement influences.

Moderne Style

The Moderne style is part of the Modern Movement of architecture and is sometimes referred to as “modernistic.” The style emerged during the 1930s and represents the industrial age of the time. Moderne (aka Streamline Moderne, Art Moderne) is often associated with the Art Deco style. Unlike the Art Deco style with its decorative elements of geometrical motifs, zigzags and chevrons, however, Moderne is understated in its ornamentation. The Moderne style was inspired by the industrial design of planes, automobiles, ships and railroad engines. Common building types incorporating the style include theaters, automobile-related buildings, commercial and office buildings, apartment buildings and (less common) single-family housing.¹⁰⁴

Moderne incorporates the following features:

- Smooth wall surfaces
- Flat roof
- Curved corner and windows
- Bands of windows
- Glass blocks
- Horizontal emphasis
- Stainless steel or aluminum detailing
- Curved canopies or curved metal hoods
- Glazed brick, stucco and concrete blocks
- Porthole openings

Moberly’s survey in 2017-2018 identified two examples of the Moderne style: 120 E. Coates Street and 109 N. Clark Street (**Figure 37**).

Neoclassical and Classical Revival Styles

The Neoclassical and Classical Revival Styles were popularized by the Columbian Exposition (Chicago’s World Fair) of 1893. Neoclassicism / Classic Revivalism was most popular in

¹⁰⁴ Liebs, 55-58.

housing but also used for public, government and commercial buildings. The movement had two periods of occurrence: 1900-1920 and 1925-1950. Initially hipped roofs and embellished classical columns dominated examples. The style's reappearance opted for smaller, less decorative columns and side-gabled roofs.¹⁰⁵

Neoclassical Revival style (commercial, government and public buildings) typically includes the following features:

- Classical Roman and Greek elements such as columns, pediments and substantial entablatures with ornate details
- Symmetrical design and use of side wings
- Decorative door surround – sidelights and columns
- Centered entrance – may have broken pediment over door
- Roofline balustrades

The 2017-2018 survey identified three examples of Neoclassical/Classical Revival style architecture: 111 N. Fourth (**Figure 39**), 205 W. Reed (**Figure 42**) and 514 W. Reed Streets.

Neo-Colonial or New Traditional Colonial Revival Style

The Neo-Colonial Revival or New Traditional Revival style is different from the Colonial Revival style. While both styles (Colonial and Neo-Colonial) looked toward the past for inspiration in architectural design, Neo-Colonial Revival is far less ornate, providing just enough detailing to evoke the Colonial Revival style. For example, a building designed in the Neo-Colonial style may have multi-light windows with an elliptical fan transom, centered entrance with sidelights or a porch/portico with columns. However, the entrance door surround might be missing the transom; the windows may not be flanked by shutters; or the detailed cornice or entablature may be missing. Modern (Neo) adaptations of the Colonial Revival style use the past for inspiration but do not follow traditional patterns of detailing as do Colonial Revival examples.¹⁰⁶

Neo-Colonial (aka New Traditional Colonial) Revival style generally incorporates the following features:

- Columns inset from edge of porch roof or pediment
- Columns narrower than Colonial Revival style
- Centered entrance may or may not feature surround
- Lack of entablature
- Double-hung windows, paired or triple windows, bay windows
- Keystones, quoins, enlarged dentils
- Flat, side gabled or hipped roofs
- Brick exterior

¹⁰⁵ Ibid, 344.

¹⁰⁶ McAlester, 717; Liebs, 201.

The survey area has three examples of Neo-Colonial/New Traditional Colonial Revival architecture: 549 and 541 W. Coates Streets (**Figure 56**) and 102 W. Reed Street.



Figure 56. 541 W. Coates Street is an example of the Neo-Colonial Revival style. View is north (Photo: Ruth Keenoy, 2018).

Neo-Mansard Style

The Neo-Mansard style came into fashion in the late 1960s. The style focuses on traditional architectural detailing and building forms – more so than other modern movement styles. The name “Neo-Mansard” applies to the style’s roof shape, which is similar to the Second Empire style of the late nineteenth century. Shingle-clad upper sloping wall surfaces of Neo-Mansard buildings served as an affordable way to add artistic character to an otherwise plain building. One main difference between Neo-Mansard and Second Empire styles is the former’s use of window openings cut within the lower slope of the mansard roof. Windows are recessed (unlike the Second Empire style, which placed windows in dormers). The Neo-Mansard style was used in residential buildings (particularly apartments) and commercial buildings. The style remained popular through the 1970s.¹⁰⁷

The Neo-Mansard style typically includes the following features:

- Mansard roof – commonly clad with wood shake shingles
- Recessed windows in roofline
- May have more than one mansard roof on different levels

The survey area has one Neo-Mansard style building, 110 N. Fifth Street (**Figure 57**).

¹⁰⁷ McAlester, 687-688.



Figure 57. 110 N. Fifth Street is a good example of the Neo-Mansard style. View is southeast (Photo: Ruth Keenoy, 2018).

New Formalism

New Formalism, also referred to as Neo Palladianism or Neo Formalism, first appeared in the 1960s. The style rebuffed Modernism's strict design guidelines by embracing new building technologies to incorporate traditional architectural preferences. Buildings designed in the style often utilize thin molded concrete to form modern details mimicking waffles, slabs, shells, folded plates and umbrellas. Classical details are most often used in building scale and proportion and through the use of stylized entablatures, colonnades and classical columns. The style was most often used to design financial and bank buildings, public buildings, museums, libraries and auditoriums.¹⁰⁸ Moberly's survey area has one example, a former bank at 208 W. Reed Street (**Figure 43**).

New Formalism typically includes the following features:

- Exterior wall surfaces include brick, marble and cast stone
- Monumental presence, highlighting symmetry and the orientation of the building
- Designed to be detached from nature by incorporation of an elevated base or podium
- Thin shell concrete detailing

¹⁰⁸ Carole Rifkind, *A Field Guide to Contemporary American Architecture* (New York: Dutton Book, 1998), 270-277.

One-Part Commercial Block

One of the more common building types in Moberly is the one-part commercial block building, widely used throughout the United States. One-part commercial blocks first appeared in the mid-nineteenth century when towns began to experience rapid business growth in developing commercial areas. Buildings designed as one-part commercial blocks were constructed quickly due to their design simplicity and affordability. For these reasons, the property type became highly popular and remains so today.¹⁰⁹

One-Part Commercial Block buildings include the following features:

- One-story in height
- Storefront – varied layout commonly utilizes display windows, transoms, single or double doors
- Sizable wall surface between the storefront and the cornice line – this space is often used for signage

Moberly’s 2017-2018 survey identified 43 one-part commercial block properties (**Table 6**). Examples include: 211 N. Fourth, 510-512 W. Rollins (**Figure 58**) and 318 W. Coates Streets.



Figure 58. 510-512 W. Rollins Street is an example of a one-part commercial block building. View is southwest (Photo: Ruth Keenoy, 2018).

¹⁰⁹ Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture* (AltaMira Press: New York, 2000), 54-55.

Two-Part Commercial Block

The two-part commercial block building is (like the one-part commercial block) one of the most common building forms in downtown Moberly. The two-part block fulfilled the need for small to moderate-size buildings that served more than one business or function. This form of building usually ranged from two to four stories in height and provided a clear separation between the upper and lower levels. Exteriors provide a horizontal partition that emphasizes the building's two sections (i.e., two-part use/design). The two sections represent interior use, demonstrating how the first floor functions differently than the upper level(s). For example, the building's street level (first floor) typically functioned as a public/commercial space and incorporated a glass storefront. Types of businesses occupying the lower level typically include retail, offices, financial/banking and food establishments. The upper level(s) was/were more private, frequently used as living space (apartments), office(s) or meeting hall(s). Overall design of the two-part commercial block varies. Some may be simplistic and others may exhibit architectural elements or pressed metal facades.¹¹⁰ Some buildings in Moberly have one- and two-part block sections, such as 104 W. Coates Street, a two-story (two-part) building with a rear one-story (one-part) wing that housed a separate business (**Figure 58**).

Two-Part Commercial Block buildings include the following features:

- Two to four stories in height
- Storefront on first level – varied layout generally utilizes display windows, transoms, single or double doors, exterior door with access to the upper levels
- May be simplistic in design or ornate or have a pressed metal façade

Moberly's survey area includes 69 two-part commercial block buildings (**Table 6**). Examples include 533 W. Coates, 531 W. Reed (**Figure 59**), 208 N. Fourth and 222 N. Clark Streets. Some examples are also identified in the survey by their architectural styles, such as 531 W. Reed Street (**Figure 60**), an Italianate style two-part commercial building.

¹¹⁰ Longstreth, 24.



Figure 59. 104 W. Coates Street is composed of both two-part and one-part commercial building blocks as illustrated here. View is southwest (Ruth Keenoy, 2018).



Figure 60. 531 W. Reed Street is an example of a two-part commercial block building. View is north (Photo: Ruth Keenoy, 2018).

Table 6. Commercial Block Buildings Identified in the 2017-2018 Survey

Address	Commercial Block Type
106 N. Clark Street	One-Part
100 S. Clark Street	Two-Part
120 N. Clark Street	One-Part
205 N. Clark Street	Two-Part
207 N. Clark Street	Two-Part
209 N. Clark Street	Two-Part
211 N. Clark Street	Two-Part
216 N. Clark Street	Two-Part
218 N. Clark Street	Two-Part
220 N. Clark Street	Two-Part
222 N. Clark Street	Two-Part
223 N. Clark Street	One-Part
104 W. Coates Street	One-Part / Two-Part
111 E. Coates Street	Two-Part
113 E. Coates Street	Two-Part
115 E. Coates Street	Two-Part
208 W. Coates Street	Two-Part
209 W. Coates Street	Two-Part
225 W. Coates Street	One-Part / Two-Part
318 W. Coates Street	One-Part
320 W. Coates Street	Two-Part
407 W. Coates Street	Two-Part
412 W. Coates Street	One-Part
422 W. Coates Street	Two-Part
500 W. Coates Street	One-Part
521 W. Coates Street	One-Part
523 W. Coates Street	One-Part
525-527 W. Coates Street	Two-Part
529 W. Coates Street	Two-Part
533 W. Coates Street	Two-Part
110 N. Fourth Street	One-Part
112 N. Fourth Street	Two-Part
208 N. Fourth Street	Two-Part
209 N. Fourth Street	Two-Part
210 N. Fourth Street	Two-Part
211 N. Fourth Street	One-Part
213 N. Fourth Street	One-Part
214 N. Fourth Street	Two-Part
215 N. Fourth Street	Two-Part
217 N. Fourth Street	One-Part
118 N. Fifth Street	One-Part
542-546 Johnson Street	One-Part
101 S. Morley Street	One-Part
120 W. Reed Street	Two-Part
201 W. Reed Street	Two-Part
203 W. Reed Street	Two-Part
205 W. Reed Street	Two-Part
207-209 W. Reed Street	Two-Part
211 W. Reed Street	Two-Part

Address	Commercial Block Type
213 W. Reed Street	Two-Part
215 W. Reed Street	Two-Part
219 W. Reed Street	Two-Part
303 W. Reed Street	Two-Part
309 W. Reed Street	Two-Part
310 W. Reed Street	Two-Part
312 W. Reed Street	Two-Part
314 W. Reed Street	Two-Part
315 W. Reed Street	Two-Part
318 W. Reed Street	Two-Part
319 W. Reed Street	Two-Part
320-322 W. Reed Street	Two-Part
323 W. Reed Street	Two-Part
400 W. Reed Street	Two-Part
401 W. Reed Street	One-Part
402 W. Reed Street	Two-Part
408 W. Reed Street	Two-Part
411 W. Reed Street	One-Part
412 W. Reed Street	One-Part
413 W. Reed Street	Two-Part
416 W. Reed Street	One-Part
417-419 W. Reed Street	Two-Part
420 W. Reed Street	Two-Part
421 W. Reed Street	One-Part
424 W. Reed Street	Two-Part
500 W. Reed Street	One-Part
503 W. Reed Street	Two-Part
504 W. Reed Street	Two-Part
505 W. Reed Street	Two-Part
507 W. Reed Street	One-Part
509 W. Reed Street	One-Part
510 W. Reed Street	Two-Part
513 W. Reed Street	Two-Part
514-516 W. Reed Street	One-Part
515 W. Reed Street	One-Part
517-519 W. Reed Street	One-Part
518 W. Reed Street	Two-Part
522 W. Reed Street	One-Part
523 W. Reed Street	One-Part
524 W. Reed Street	One-Part
525 W. Reed Street	One-Part
526 W. Reed Street	Two-Part
531 W. Reed Street	Two-Part
533 W. Reed Street	Two-Part
535 W. Reed Street	Two-Part
536 W. Reed Street	Two-Part
537 W. Reed Street	Two-Part
541 W. Reed Street	One-Part
210 W. Rollins Street	One-Part
510-512 W. Rollins Street	One-Part
107 N. Williams Street	Two-Part
109 N. Williams Street	One-Part

Address	Commercial Block Type
111 S. Williams Street	Two-Part
113 N. Williams Street	One-Part
113 S. Williams Street	One-Part
115 N. Williams Street	One-Part
223 N. Williams Street	One-Part
209 N. Williams Street	One-Part
211 N. Williams Street	One-Part
213 N. Williams Street	One-Part
215 N. Williams Street	Two-Part
218 N. Williams Street	One-Part

Warehouse/Industrial Blocks

Warehouse and industrial block buildings within the survey area are predominantly utilitarian in design. Function – rather than style – dominated how such buildings were typically constructed.¹¹¹ The first level of industrial use/warehouse buildings is commonly designed to house the office area, but only a section of the first level applies to such use. The remaining first level and upper levels are typically used for storage and/or manufacturing. Utilitarian designed warehouse/industrial buildings tend to have few – if any – embellishments. Architectural detailing (when used) generally surrounds the main entrance of the building. Warehouses may have large or small windows. Industrial blocks generally have few windows – typically smaller than warehouses. Buildings may have elevators, rooftop light monitors, loading docks and towers or stacks. These types of buildings are generally found along railways or on the edge of commercial districts.

Warehouse/Industrial Blocks within Moberly’s survey area include the following features:

- Utilitarian in design
- Lacking ornate detailing with exception of entry surrounds
- Generally large windows in warehouses; smaller or no windows in industrial blocks
- Loading docks, rooftop light monitors, elevators and water towers
- Construction materials are brick, concrete block, poured concrete and stucco

Moberly’s 2017-2018 survey identified eight warehouse/industrial block properties, including 101 Ault, 207 Ault, 315 N. Clark, 101 W. Coates (**Figure 61**), 112 W. Rollins, 112 S. Williams, 113 S. Williams and 335-399 N. Williams Streets.

¹¹¹ Betsy Hunter Bradley, *The Works: The Industrial Architecture of the United States* (New York: Oxford University Press, 1999), 217.



Figure 61. 101 W. Coates Street was constructed in 1919 as a grocery warehouse. View is northeast (Photo: Ruth Keenoy, 2018).

Property Types in the Survey Area

Of the 214 properties identified in the survey area, two (2) are public parks; four (4) are churches/schools; five (5) were constructed as social halls/buildings; seven (7) are government offices; eight (8) are industrial properties; nine (9) are bank buildings and 26 properties are lots, used primarily for parking. Twenty-one (21) properties were used at some point during the period of significance to support automobile sales and service activities (though only 12 are identified in the survey as constructed solely for this purpose under “architectural styles”). The large number of buildings used for an auto-related business confirms the impact that the automobile had on Moberly (Figure 62). In this regard, a smaller district is recommended at the intersection of Morley (U.S. Highway 63) and E. Rollins Streets. Six properties within the survey boundaries are recommended as contributing to the proposed district, significant under Criterion A: Commerce (Table 3).

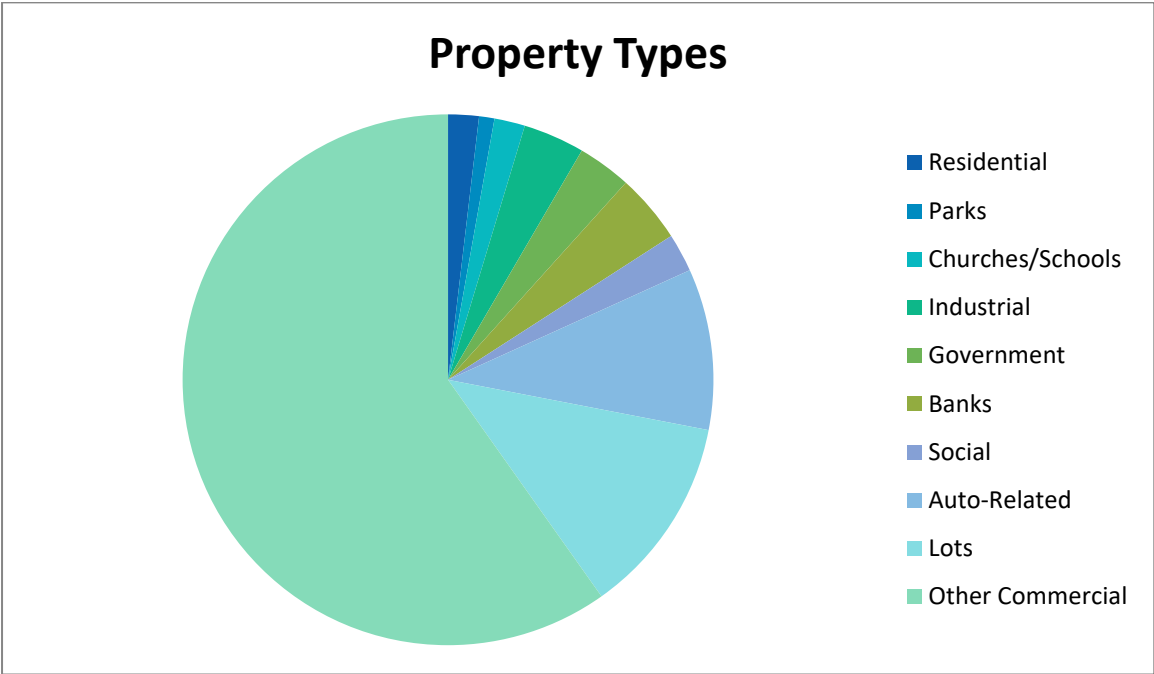


Figure 62. Chart illustrating breakdown of property types within the survey area.

A **table of surveyed properties** (submitted as a separate digital file / attachment to this report) lists all of the inventoried properties for which addresses, eligibility recommendations and dates of construction are also provided. As discussed in the “Survey Methodology” section of this document, building permits are not available to verify construction dates. Estimated dates of construction are based on previous surveys/historical documentation, city directories, maps, Randolph County Tax Assessor records and volunteers at the Randolph County Historical Society.

Recommendations

The survey conducted in 2017-2018 provided reassessment of Moberly’s Commercial Historic District (NRL 2012) and documentation of properties in and around the district. The boundaries of the reassessment were provided by the City of Moberly in consultation with the MO-SHPO. As discussed, the purpose of the most recent survey was to fully evaluate Moberly’s historic downtown district and provide recommendations regarding boundary changes to the existing district, as well as recommendations for additional properties (if any) that may be eligible for the NRHP. Recommendations for future historic preservation activities, based on the findings of the survey, are as follows.

- **Expand the boundaries of Moberly’s Commercial Historic District.** It is recommended that the City of Moberly consult with MO-SHPO on the best course of action to proceed with this change. The expanded district will support downtown revitalization efforts currently underway and complement Moberly’s downtown design review guidelines. Of note, the expanded period of significance through 1976 will require justification of Criterion Consideration G for properties that are not yet 50 years of age. The recommended new boundaries for the downtown district are roughly bounded by Dameron, Franklin and W. Coates Streets on the north; Johnson and N. Fourth Streets on the west; W. Rollins, Burkhart and S. Williams Streets on the south; and the railroad tracks, N. Morley and N. Ault Streets on the east (**Figure 4**). Total resource count for the **expanded district**, including the 2012 National Register district properties (based on expansion criteria and extended period of significance) would be **123 contributing** (includes individually and previously listed buildings) and **63 non-contributing** properties (**Attachment A**).
- **Determine contributing/non-contributing properties and period of significance** for the Commercial Historic District expansion area. This document provides a great deal of information to assist in determining the total number of contributing/non-contributing properties within the expanded area of Moberly’s recommended Commercial Historic District. Additionally, a period of significance extending from c. 1870 – 1976 is recommended. However, should the City of Moberly proceed with the downtown district expansion, it is recommended that the City/consultant hired for the project work closely with the MO-SHPO to verify this information prior to proceeding with the nomination. Although the existing district’s Criteria (A and C) will not change; the number of properties (contributing/non-contributing) and period of significance will need to be updated in the revised nomination form.

- **Broaden the scope of survey for industrial and commercial properties outside of downtown Moberly.** As noted in this document, Moberly supports two federal highways, U.S. Highways 24 and 63. The latter highway in particular supports properties that appear significant for commerce and/or transportation. One example is 120 S. Morley Street (**Figure 63**), which is outside of the survey area but recommended as contributing to the potential historic district at the intersection of Morley and E. Rollins Streets. Morley Street served as the business route for U.S. Highway 63 and as such, attracted a number of businesses, particularly after World War II. Another example of a potentially eligible property along Morley Street is the former bottling plant at the northeast intersection of Morley and Madison Streets (**Figure 64**). Another area that may benefit from survey is Concannon Street, northwest of downtown, which has a number of commercial buildings. A reconnaissance level survey along major arteries in Moberly to identify the city's larger collection of commercial and industrial interests is recommended.
- **Evaluate residential resources.** Moberly's residential properties should be evaluated to determine whether such properties are eligible individually or as a district. It is evident from streets that abut downtown, Moberly does have a significant number of older dwellings and many retain architectural integrity. Additionally, the city has important residential patterns such as the development of Urbandale in the early twentieth century. The small village, established on Moberly's former fairgrounds property, was governed entirely by women (**Figure 65**). Such resources illustrate significant events and persons important to Moberly's history and should be evaluated as part of the city's future preservation planning process.



Figure 63. 120 S. Morley Street would contribute to an auto-related district recommended for properties at the intersection of Morley and E. Rollins Streets (Photo: Keenoy, March 2018).



Figure 64. This former bottling plant northeast of downtown Moberly (on Morley Street) may be individually eligible for the NRHP (Source: Google Maps).



Urbandale Village Board - Seated around the table Mrs. W. J. Miller, Jr., Mrs. Kenneth Van Cleve, Mrs. H. E. Robertson, Mayor, Mrs. J. Will Fleming, Mrs. George Evans, and Mrs. V. W. Wilhite. April 24, 1960. Kansas City Star.

Figure 65. Urbandale was governed entirely by women. Though this area incorporates modern housing today, there are dwellings associated with the village that are potentially eligible for the NRHP (Source of image: Randolph County Historical Society).

- **Evaluate African-American resources.** Moberly's African-American properties are an important part of the city's history and preservation planning. One example is the African-American church at 501 W. End Place, just outside of the survey's boundaries. Currently utilized as Grant-Lovell Chapel A.M.E. Church, the building played a significant role in Moberly's African-American community (**Figure 66**). The church was pastored at the turn of the twentieth-century by Rev. Alonzo Tolson, father of Melvin B. Tolson – a poet whose life is featured in the film *The Great Debaters* (2007).¹¹² It is recommended that research be conducted to identify what other (if any) resources are extant that can be directly associated with the Tolson Family. It is possible that the church is the best representation of their impact on Moberly and as such, the building could be eligible for the National Register of Historic Places. It is also recommended that research be completed to identify what resources in Moberly best reflect the city's significant ethnic associations.

¹¹² Joe Barnes (June 2018).



Figure 66. Grant-Lovell Chapel AME Church may have historical and/or architectural associations that render the property eligible for the NRHP (Photo: Keenoy, March 2018).

In conclusion, Moberly’s historic resources are obviously not limited to the city’s downtown area. The survey identified a solid base for preserving properties downtown. Areas outside of the city’s center are also worthy of evaluation to identify additional historic districts and/or resources individually eligible for the NRHP.

Bibliography

- Barnes, Joe. Historian, Randolph County Historical Society. Email correspondence with Ruth Keenoy: 22 June 2018.
- “Better Facilities for Parking Propose in Planning Report,” *Moberly Monitor-Index*. 30 January 1960: 1, 4.
- Bradley, Betsy Hunter. *The Works: The Industrial Architecture of the United States*. New York: Oxford University Press, 1999.
- Burden, Ernest. *Illustrated Dictionary of Architecture*. McGraw-Hill: New York, 2002.
- “C.H. Brown New Owner of Candy Store Works Here,” *Moberly Monitor-Index*. 14 February 1949: 2.
- City Directories: Moberly, Missouri: 1905, 1909, 1911, 1932, 1948, 1962.
- City of Moberly, Missouri. History. Available at: <http://moberly.com/history-of-moberly/>
Access date: 9 May 2018.
- City of Moberly, Missouri. “Request for Proposals for Historic Resource Survey.”
Unpublished, 2017.
- “Commerce Bank Marks its 99th Anniversary,” *Moberly Monitor-Index & Evening Democrat*.
18 December 1971: 6A.
- “Commercial Club Here is Revived,” *Moberly Monitor-Index*. 1 September 1934: 1, 4.
- Deierling, Lloyd. “Staggering Number of Roads Have Role in Writing Moberly’s Rich Railroad History,” *150th Anniversary Moberly, Missouri 1866 – 2016*. Moberly: Moberly Sesquicentennial Executive Committee, 2016: 71-76.
- “Egyptian Temple to Be Built for Moberly Masonry.” *Moberly Monitor-Index*. May 17, 1929:
1.
- “Fennel Auto and Body Works Celebrates 100th Anniversary,” *Moberly Monitor-Index and Evening Democrat*. 28 October 1972: 12B.
- “Fire Destroys Little Dick Clothing Company,” *Moberly Monitor-Index*. 26 April 1972: 1.

The Fourth Street Theatre. Available at: <http://www.fourthstreettheatre.com/> Access date 02/19/2018.

Gelernter, Mark. *A History of American Architecture: Buildings in Their Culture and Technological Context*. Hanover, NH: University Press of New England, 1999.

401 W. Coates Street Advertisement. *Moberly Evening Democrat*. 25 June 1900: 4.

401 W. Coates Advertisement. *Moberly Democrat*. 3 April 1922.

Google Maps. 2018.

[Hereford, Robert A.]. "Moberly Described by Writer for *St. Louis Globe-Democrat*." *Moberly Monitor-Index and Democrat*. 30 June 1947: 8.

"Highway Commission Agrees to New Plans for Route 63," *Moberly Monitor-Index*. 18 March 1959: 1-2.

"J.C. Penney Slated for Closure After 85 Years," *Moberly Monitor-Index*. 26 January 2003.

"Joseph Cleavinger, 1927 – 2012" (Obituary), *Columbia Daily Tribune*. 28 June 2012.

Liebs, Chester H. *Main Street to Miracle Mile: American Roadside Architecture*. The John Hopkins University Press: Baltimore, 1995.

"Local and Personal." *The Moberly Democrat*. 3 July 1902: 3.

"Local and Personal," *Moberly Evening Democrat*. 9 June 1909: 3.

Longstreth, Richard. *The Buildings of Main Street: A Guide to American Commercial Architecture*. AltaMira Press: New York, 2000.

Mahoney, Kathleen. *Gothic Style*. Harry N. Abrams, Inc., Publishers: New York, 1995.

Massey, James C. and Shirley Maxwell. *House Styles in America* Penguin Studio: New York, 1996.

McAlester, Virginia Savage. *A Field Guide to American Houses* (Revised). Alfred A. Knopf: New York, 2013.

McAlester, Virginia and Lee McAlester. *A Field Guide to American Houses*. Alfred A. Knopf: New York, 1990.

“McKenzie’s to Move,” *Moberly Monitor-Index*. 30 August 1972: 1.

Missouri Community Betterment (MCB) website. Available at:
<http://www.mocommunitybetterment.com/AboutUs/HistoryofMCB.aspx>. Access date:
12 July 2018.

Missouri Death Certificate Database. Available at:
<https://s1.sos.mo.gov/Records/Archives/ArchivesMvc/> Access date: 22 May 2018.

Missouri State Historic Preservation Office. “SHPO Standards for Professional Architectural and Historic Surveys.” Unpublished, 2012. Available at:
<https://dnr.mo.gov/shpo/docs/ProfessionalSurveyStandards.pdf> (Access date: 13 November 2017).

Mitchell, Steven E. and Mary Mitchell. “Survey Report: Moberly, Randolph County, Architectural/Historical Survey (HPF Grant #29-06-21528-608). Unpublished, 2007. Available at: <https://dnr.mo.gov/shpo/survey-eg.htm> (Access date: 13 November 2017).

“Moberly Historical and Railroad Museum Dedication Saturday,” *Moberly Monitor-Index and Evening Democrat*. 29 June 1976: 1.

“Moberly Judged for Community Betterment,” *Moberly Monitor-Index*. 12 September 1973: 1.

“Moberly J.C. Penney Store 83 Years Old and Counting,” *Moberly Monitor-Index*. 3 May 2001.

Moberly Missouri Population. Available at: <http://worldpopulationreview.com/> Access date: 22 May 2018.

“Moberly Post Office Project Was Initiated 22 Years Ago,” *Moberly Monitor-Index*. 7 March 1960: 7.

(Municipal Auditorium). *Moberly Monitor-Index*, 29 April 1940, 9A.

“New Highway 24 is Popular Route for Transports,” *Moberly Monitor-Index*. 19 February 1949: 4.

“Once Upon a Time . . . From the Daily Monitor May 1, 1908.” *Moberly Monitor-Index*. 1 May 1958: 16.

100th Anniversary History, Moberly, Missouri. Moberly: Moberly Centennial Association: 1966.

Orton, Judy Martin and Tona Thornburg Court (eds). *150th Anniversary Moberly, Missouri 1866 – 2016* (Moberly: 2016 Moberly Sesquicentennial Executive Committee, (2016).

“Park Site Conveyed in 1938 – Moberly Post Office Project was Initiated 22 Years Ago,” *Moberly Monitor-Index*. 7 March 1960: 7.

Parker, Patricia L., Anne Derry, H. Ward Jandl, Carol Shull and Jan Thorman. *National Register Bulletin: Guidelines for Local Surveys: A Basis for Preservation Planning*. Washington, D.C.: National Park Service, 1977; revised 1985.

“Personal Notes.” *Moberly Weekly Monitor*. 18 September 1902: 5.

Rifkind, Carole. *A Field Guide to Contemporary American Architecture*. New York: Dutton Book, 1998.

Rosin Preservation, LLC. “Moberly Downtown East Historic Resources Survey.” Unpublished, 2017. Available at: <https://dnr.mo.gov/shpo/survey-eg.htm> (Access date: 13 November 2017).

Sanborn Fire Insurance Maps. Moberly, Missouri: 1884, 1888, 1893, 1909, 1916, 1923, 1931 and 1948.

Seifert, Donna J., Barbara J. Little, Beth L. Savage and John H. Sprinkle, Jr. *National Register Bulletin: Defining Boundaries for National Register Properties*. Washington, D.C.: National Park Service, 1995; revised 1997.

Sheals, Debbie and Becky Snider. *National Register of Historic Places Registration Form: Moberly Junior High School*, 2007. Available at: <https://dnr.mo.gov/shpo/nps-nr/07001340.pdf> (Access date: 13 November 2017).

“Survey to Seek Ideas on Better Community,” *Moberly Monitor-Index*. 12 January 1968: 1.

Taylor, David L. “Moberly Commercial Historic District,” *National Register of Historic Places Registration Form*. 2012. Available at: <https://dnr.mo.gov/shpo/nps-nr/12000592.pdf> (Access date: 13 November 2017).

“Three Autos Came Saturday,” *Moberly Weekly Monitor*. 23 May 1909: 3.

“To Ask Grand Jury Probe in Moberly: Randolph Official Assaulted in Office,” *Jefferson City Post-Tribune*. 11 January 1956: 1.

“To the Voters of the City of Moberly, Missouri,” *Moberly Monitor-Index*. 2 April 1904: 3.

United States Census (Moberly, MO). 1870, 1880, 1900, 1920.

Waller, Alexander H. *History of Randolph County Missouri*. Topeka: Historical Publishing Company, 1920.

Walmart Confirms Location at Site on North Morley,” *Moberly Monitor Index and Evening Democrat*. 17 July 1971: 1.

Whiffen, Marcus. *American Architecture, Volume 1, 1607-1860*. MIT Press: Massachusetts, 1996.