

Site Inventory Form
State Historical Society of Iowa
 (December 1, 1999)

State Inventory No. 52-01051

New Supplemental

Part of a district with known boundaries (enter inventory no.) _____

Relationship: Contributing Noncontributing

Contributes to a potential district with yet unknown boundaries

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

9-Digit SHPO Review & Compliance Number _____

Non-Extant (enter year) _____

1. Name of Property

historic name Coast & Sons

other names/site number Coast & Easley, Coasts, Towner Building

2. Location

street & number 10-12-14 S. Clinton Street

city or town Iowa City

Legal Description:(If Rural) Township Name _____

vicinity, county Johnson

Township No. _____ Range No. _____ Section _____ Quarter of Quarter _____

(If Urban) Subdivision Original Town _____

Block(s) 80

Lot(s) part of Lot 4

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

4. National Park Service Certification [Skip this Section]

5. Classification

Category of Property (Check only one box)

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

Number of Resources within Property

If Non-Eligible Property

Enter number of:

- buildings
- sites
- structures
- objects
- Total

If Eligible Property, enter number of:

Contributing Noncontributing

- 1 buildings
- sites
- structures
- objects
- 1 Total

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

Title
Iowa City Central Business District Study - 2017 UPDATE

Historical Architectural Data Base Number
52-127

6. Function or Use

Historic Functions (Enter categories from instructions)

02E03 COMMERCE/TRADE/specialty store/dry goods

02B COMMERCE/TRADE/professional (upper levels)

Current Functions (Enter categories from instructions)

02E COMMERCE/TRADE/specialty store

7. Description

Architectural Classification (Enter categories from instructions)

06C LATE 19th & 20th CENTURY REVIVALS/Classical

Revival

Materials (Enter categories from instructions)

foundation 04 STONE

walls 03 BRICK

roof _____

other 04 STONE; 05 METAL

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

8. Statement of Significance

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

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

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

County Johnson
City Iowa City

Address 10-12-14 S. Clinton Street

Site Number 52-01051
District Number

Criteria Considerations

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

Areas of Significance (Enter categories from instructions)

01 ARCHITECTURE

05 COMMERCE

Significant Dates

Construction date
1892 check if circa or estimated date
Other dates

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect
unknown
Builder
unknown

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

9. Major Bibliographical References

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

10. Geographic Data

UTM References (OPTIONAL)

Zone	Easting	Northing	Zone	Easting	Northing
1	_____	_____	2	_____	_____
3	_____	_____	4	_____	_____

See continuation sheet for additional UTM references or comments

11. Form Prepared By

name/title Alexa McDowell, Historian

organization AKAY Consulting

date 11/2017

street & number 4252 Oakland Avenue

telephone 515-491-5432

city or town Minneapolis

state MN

zip code 55407

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

FOR ALL PROPERTIES

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

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

- See continuation sheet or attached *photo & slide catalog sheet* for list of photo roll or slide entries.
- Photos/illustrations without negatives are also in this site inventory file.

FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL

- Farmstead & District:** (List of structures and buildings, known or estimated year built, and contributing or non-contributing status)
- Barn:**
 - A sketch of the frame/truss configuration in the form of drawing a typical middle bent of the barn.
 - A photograph of the loft showing the frame configuration along one side.
 - A sketch floor plan of the interior space arrangements along with the barn's exterior dimensions in feet.

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

Concur with above survey opinion on National Register eligibility: Yes No More Research Recommended
 This is a locally designated property or part of a locally designated district.

Comments: _____

Evaluated by (name/title): _____

Date: _____

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 1

Coast & Sons	Johnson
Name of Property	County
10-12-14 S. Clinton Street	Iowa City
Address	City

7. Property Description

The Coast & Sons building is a 2-story, 3-bay, commercial building located within a contiguous line of commercial properties representing constructions of the late 19th and early 20th centuries. The building's visual character is derived from its overtly classical influence – the upper stories dominated by Roman and Greek forms. Although now sporting some infill of glazing, the flanking upper story windows exhibit the form of the Palladian motif with the center window configuration located within a large Roman arch. Each of the window groupings incorporate classical columns and decorative elements executed in stone.

The upper story is capped by an elegant pedimented cornice, which is visually supported by four fluted pilasters complete with Ionic capitals. Set above the center bay, the pediment features dentils, modillions, and tympanum bas relief. Denticulation and modillions continue across the cornice, with the architrave bearing a garland detail. All details of the pedimented cornice are executed in pressed metal.

A similar description was offered in 2001 site form:

The upper level is divided into three bays by fluted pilasters. The outer bays of the upper level have Palladian window groupings with miniature paired columns set between the windows and a keystone centered above the curved arch. The center bay has a single segmental arch above four sash with pairs of miniature columns on the sides. An elaborate cornice and pediment crown the building. The decorative cornice and pediment are fabricated of pressed metal and contain band of garlands, a row of dentils, a row of closely spaced modillions, and a wide crown molding. The pediment has a decorative vine and leaf design in the center with a dentil and modillion pattern similar to the cornice. Fenestration includes replacement fixed-light sash in the center and north bay with original 1/1 double-hung sash in the south bay. The building has a stone foundation with masonry walls constructed of tan brick. The front measures 60' and it has a combined depth of 120'. The building has a flat composition roof.

Historically, the building's storefronts were arranged with the north two bays (10-12) occupied by a single business (Coast & Sons) with the store entrance located on-center and flanked by large, glazed display windows (Figure 06). The south bay (14) housed a single storefront. Today, the building's storefront level remains occupied two storefronts (2-bay and 1-bay), though the storefronts are significantly altered from the original.

As noted by Svendsen, changes to the building prior to 2001 included a major storefront modification that was completed in 1962. It was noted that renovation included a redesign of the storefronts, which included the introduction of fluted columns (intact today) that replaced the historic storefront structural system. In 1977 the building was gutted and rebuilt on the interior. Work included excavation of the basement, a new steel skeletal structure, and new flooring. Evidence of fire damage from fires that occurred in 1914 and 1916 was noted on the north wall.

In 2017 the south storefront (14) is occupied by Molly's Cupcake. The storefront retains a recessed entrance on the north with the remainder of the storefront featured a moderately scaled display area (the height of the bulkhead suggests the display area has been diminished from the historic). The storefront transom is covered by a simple panel; the business sign now mounted in the transom area. A rigid awning is mounted just below the sign.

A staircase to the second floor remains in the historic location immediately north of the south storefront. A single step leads to the staircase doorway – now steel-framed with full glazing.

In 2017, the north 2 bays (10-12) are occupied by The Summit (restaurant). The storefront features a double-wide, French-style doors located flush to the property line at the south end of the storefront. The remainder of the

Iowa Department of Cultural Affairs
State Historical Society of Iowa
**Iowa Site Inventory Form
Continuation Sheet**

Site Number **52-01051**
Related District Number

Page 2

Coast & Sons

Name of Property

10-12-14 S. Clinton Street

Address

Johnson

County

Iowa City

City

storefront is deeply recessed to create an exterior patio area. As noted by Svendsen, a pair of fluted columns have been added to support the façade and allow for the alteration of the storefront.

A technology enterprise known as Lyrical Labs is located on the 2nd floor.

Image 01. View of the streetscape within which the building is located, looking NE across S. Clinton Street.



(Image by AKAY Consulting, August 2017)

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 3

Coast & Sons

Johnson

Name of Property

County

10-12-14 S. Clinton Street

Iowa City

Address

City

Image 02. View of the façade (west elevation), looking east across S. Clinton Street from the Pentacrest grounds.



(Image by AKAY Consulting, August 2017)

Image 03. Detail of the pedimented cornice



(Image by AKAY Consulting, August 2017)

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 4

Coast & Sons	Johnson
Name of Property	County
10-12-14 S. Clinton Street	Iowa City
Address	City

8. Statement of Significance

The Coast & Sons building is located directly opposite Old Capitol, a National Historic Landmark, and the Pentacrest, a National Register historic district. The resource is a moderately well-preserved example of the commercial form of the Classical Revival Style. The resource is locally significant under Criterion C as a well-executed, atypical stylistic expression in the Iowa City downtown. The building is also significant under Criterion A; contributing as it does to our understanding of the history of commerce in Iowa City, specifically in association with the longstanding and important clothing store of the Coast family, which operated under various names from 1892 through ca.1933. As a result, the resource is considered a contributing resource to a potential National Register historic district.

Although the building's storefronts have been altered significantly from the historic, the upper stories retain a very good level of historic integrity of design and materials. Because alteration of storefronts is a typical condition of historic commercial buildings, the impact of that loss is mitigated by the retention of the upper façade, which provides the building's historic stylistic character.

Historical Background

As originally laid out, Clinton Street provided a series of lots facing west onto "Capitol Square." This commercial building, constructed in 1892, replaced a grouping of three commercial buildings that appear on fire insurance maps as early as 1874. The 2001 survey suggested that the Coast & Sons building itself may date as early as 1874. Although not confirmed, a similarity in overall footprint between the 1892 and 1899 fire insurance maps does not rule out the possibility that the 1892 building made use of an earlier structure. Newspaper advertisements for a "new store" for Coast & Easley, along with evidence of land acquisitions made by William Coast and significant differences in the plan details (e.g. addition of an interior staircase), corroborate the more likely scenario that a new building was constructed in 1892 and it is that building which is retained today (Figures 01-02.)

Image 04. Historic Image: View looking north along S. Clinton Street – ca.1880



(Image courtesy of State Historical Society of Iowa, Iowa City.)

In this early view, the building on this site (indicated), bears no resemblance to that constructed in 1892.

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 5

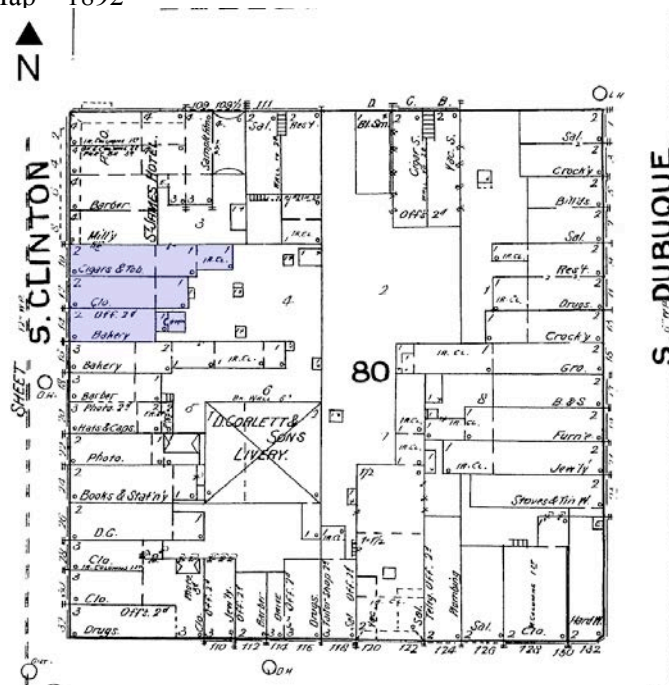
Coast & Sons	Johnson
Name of Property	County
10-12-14 S. Clinton Street	Iowa City
Address	City

It should be noted that the city’s address system has changed multiple times. Per the 1874 fire insurance maps, storefronts in this block of S. Clinton were numbered consecutively from 37 on the north to 22 on the south; the storefronts on this site being numbered 31-32-33 S. Clinton. In 1883, the fire insurance map records the storefronts as numbered by odd-number from 1 on the north to 31 on the south corner. Thus, the storefronts on the site were numbered 9-11-13 S. Clinton. By 1888, the current numbering system was in place, and the storefronts on the site were identified as 10-12-14 S. Clinton.

As noted in the 2001 history reported by Svendsen, William P. Coast purchased a portion of Lot 4 in Block 80 in 1891; in 1895, he purchased a second portion of the lot. This sequence of acquisitions which Svendsen notes as a phased construction seems unusual given façade design, but not impossible. An advertisement for a new store appeared in *The Daily Citizen* on August 11, 1892, noting that “on or about [September 1st] we will be ready to move into our New Store.” The new store referred to would be the two-bay storefront numbered 10-12.

Coast and Easley, one of the more important retailers to operate from this location, occupied the north and middle bays (10-12) of the building from the fall of 1892 through 1898, at which time William P. Coast welcomed his son, William O. to the business. The named was then changed to Coast & Son. In 1906 Preston C. Coast joined father and brother, and the business became known as Coast & Sons. The slogan for the business was “From Coast to Coast You’ll Find No Better Clothes Than Coasts.” The business remained associated with the family through the early 1930s – known as Coast’s through 1932. By 1934, 10-12 S. Clinton Street was vacant. Owens and Bagwell Ladies Apparel Shop operated from the building for four years after Coasts closed and Towners Clothing Store began operation in ca. 1935. Seifert’s, a clothing store chain headquartered in Ottumwa, began operating here in 1962.

Figure 01. Fire Insurance Map – 1892



(SOURCE: Sanborn Fire Insurance Company, 1892.)

The early footprint of buildings at this site is similar to that of the 1892 building, indicating that the original structure may have survived the renovation, if only at foundation level.

Iowa Site Inventory Form Continuation Sheet

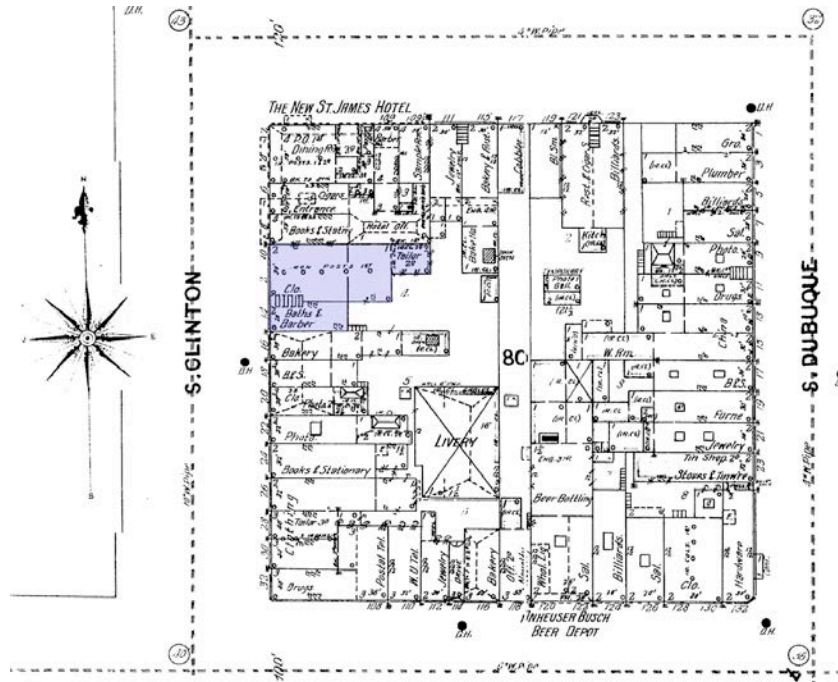
Related District Number

Page 6

Coast & Sons
Name of Property
10-12-14 S. Clinton Street
Address

Johnson
County
Iowa City
City

Figure 02. Fire Insurance Map – 1899



(SOURCE: Sanborn Fire Insurance Company, 1899.)

As the 1899 map illustrates, the building arrangement and interior elements changed significantly. Note the removal of the interior first floor wall (only iron posts) to create a single storefront occupying the north 2/3s of the building. Also the addition of an interior staircase.

Figure 03. Advertisement – 1892

SEPTEMBER 1st.

On or about this date we will
be ready to move into our

NEW STORE

And until that time we will
continue to sell you
goods at

PRICES MUCH LOWER

Than you have been accustomed
to paying elsewhere for
goods of an inferior
quality.

COAST & EASLEY,
THE AMERICAN CLOTHIERS.

(SOURCE: *The Daily Citizen*, August 11, 1892.)

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 7

Coast & Sons

Johnson

Name of Property

County

10-12-14 S. Clinton Street

Iowa City

Address

City

Several barbers operated the shop at 14 S. Clinton with Arthur Winters' barbershop here from the 1920s through the 1950s. By 1930 the Town and Gown Tea Room was located above Winter's barbershop at 14½ S. Clinton. Other office suites on the upper level were occupied by various tenants, mostly physicians and surgeons. The location was conveniently located across from the State University of Iowa Medical Department in the 1870s and by the 1890s, the new State University of Iowa Hospital was located just 1½-blocks to the east along Iowa Avenue.

Image 05. Historic Image: View looking SE along S. Clinton Street – ca.1905



(Image courtesy of State Historical Society of Iowa, Iowa City.)

This view of the east side of S. Clinton Street pre-dates the 1918 construction of the Dey Building, which replaced the Saint James Hotel. The Coast & Sons building is located immediately south of the hotel – easily spotted by the pedimented cornice.

Image 06. Historic Image: View looking SE along S. Clinton Street – 1911



(Image courtesy of State Historical Society of Iowa, Iowa City.)

In a similar view, we get a clearer image of the building's upper story façade (west elevation).

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 8

Coast & Sons

Johnson

Name of Property

County

10-12-14 S. Clinton Street

Iowa City

Address

City

Image 07. Historic Image: View of the Façade – ca. 1898



(Image courtesy of State Historical Society of Iowa, Iowa City.)

Coast & Easley became Coast & Son in 1898 when William O. joined his father in the business.
The name remained until 1906 when son and brother Preston C. joined the family business.

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 9

Coast & Sons	Johnson
Name of Property	County
10-12-14 S. Clinton Street	Iowa City
Address	City

9. Major Bibliographic References (2001)

Iowa City city directories.

Property Transfer Records, Johnson County Auditor's Office.

Tax Assessor's Records, City of Iowa City Assessor.

Summary Sheet, 14 South Clinton, Urban Revitalization Act Study Area Survey, 1981.

Sanborn maps, 1874, 1879, 1888, 1892, 1899, 1906, 1912, 1920, 1926, 1933, and 1933 updated to 1970.

Ellis, Edwin Charles, "Certain Stylistic Trends in Architecture in Iowa City," MA Thesis, Depart of Art, State University of Iowa, June 1947, pp. 157-159.

Weber, Irving, "Clinton St. Famous for Many Clothing Stores, Fashion Lovers Shopped at Coasts," *Iowa City Press Citizen*, July 26, 1980.

2017: References

Iowa City Public Library. Digital Photograph collection. <http://history.icpl.org>.

Iowa City Then & Now. Publisher unknown.

Mansheim, Gerald. *Iowa City: an illustrated history*. Norfolk, VA: The Donning Company, 1989.

State Historical Society of Iowa. Iowa City. Photograph Collection.

Slonneger, Marybeth. *Finials: A View of Downtown Iowa City*. Iowa City: Hand Press, 2015.

Svendsen, Marlys A. "Survey and Evaluation of the Central Business District." Prepared for the Iowa City Historic Preservation Commission, 2001.

Svendsen, Marlys A. "Coast & Sons Building: 52-01051." Iowa Site Form, 2001.

Timeline: Coast & Easley

1892 Ad *The Iowa Citizen*, October 14, 1892. "Wool suits."
Ad *The Daily Citizen*, September 13, 1892.

Ad for NEW STORE *The Daily Citizen*, August 11, 1892. "September 1st – On or about this date we will be ready to move into our New Store"

1899 Ad for Coast & Son *Daily Iowa State Press*, December 21, 1899.

Iowa Site Inventory Form Continuation Sheet

Related District Number

Page 10

Coast & Sons	Johnson
Name of Property	County
10-12-14 S. Clinton Street	Iowa City
Address	City

1906 *The Iowa Citizen*, "Coast & Sons is New Firm," February 09, 1906. "Name changed from Coast & Son to Coast & Sons with addition of W.O. Coast to existing W.P. Coast and P.C. Coast. The firm started 15-years ago as Coast & Easley and became Coast & Son in 1898."

1909 City Directory: Coast & Sons – 10 and 12 S. Clinton Street

1926 City Directory: Coast's – 10 and 12 S. Clinton Street

1932 City Directory

10-12 Coasts, Inc., clothing
12-1/2 Kadgihn Studio, photographer
DeBattie's Beauty Parlor
14 Arthur M. Winters, barber
14-1/2 Town & Gown Tea Room

1934 CD: Reverse directory

10-12 Vacant
12-1/2 Vacant
14 Arthur M. Winters, barber
14-1/2 Town & Gown Tea Room

1938 CD: Reverse Directory

10-12 Towner's women's clothing
12-1/2 Pauline V. Moore, MD
14 Arthur M. Winters, barber
14-1/2 Town & Gown Tea Room

11. Additional Documentation

Full Legal Description: Original Town, Block 80, Beg. NW Cor. Lot 4, south 20', east 40', south 20', west 150', north 40', east 110'

Assessor: 10-12: PIN 1010311014
14: PIN 1010311015

Latitude/Longitude: 41.660831/-91.534466

Iowa Site Inventory Form Continuation Sheet

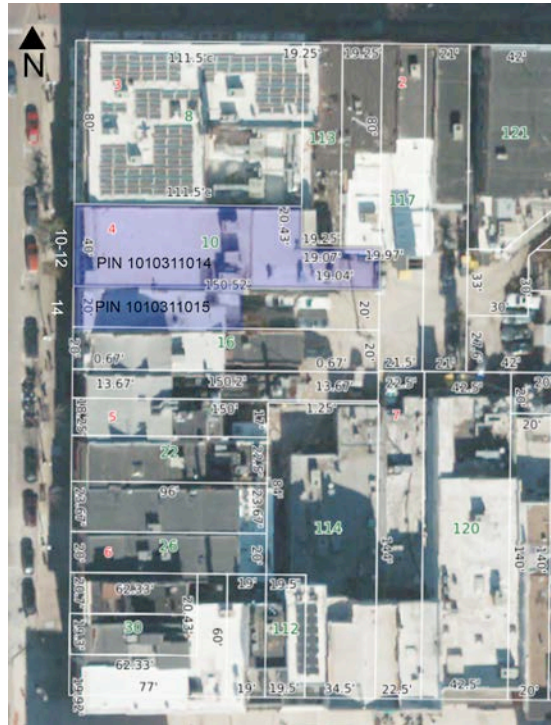
Related District Number

Page 11

Coast & Sons
Name of Property
10-12-14 S. Clinton Street
Address

Johnson
County
Iowa City
City

Parcel Map - 2017



<http://iowacity.iowaassessors.com/parcel.php?gid=344318>