

RAPID CITY DOWNTOWN AREA SURVEY



Pennington County, South Dakota

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Quality Services, Inc. Project #SD3917005

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Abstract

This report summarizes the findings of the 2016 Rapid City Downtown Area Survey conducted by *Quality Services, Inc.* for the City of Rapid City from November 2016 to February 2017. The project included pre-survey research, public outreach, and a reconnaissance level inventory of a 104-acre area east of Rapid City’s historic core. The inventory portion of the survey included the completion or update of a total of 60 South Dakota State Historic Preservation Office (SD SHPO) structure forms. In total, 10 buildings were identified as eligible for listing in the NRHP. In addition to elaborating the details of the inventory, this report also discusses the history of architectural development within the survey area and outlines recommendations based on these findings.

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Introduction

The Rapid City Downtown Area Survey encompasses an area of downtown Rapid City commonly referred to as East of 5th. It is situated along the main commercial corridors of Omaha, Main, and St. Joseph Streets between 5th and Maple in downtown Rapid City. This general area was identified as the *innovation district* in the City's downtown master plan, adopted in October 2016. Previous surveys and National Register of Historic Places designations have primarily focused on architectural resources within Rapid City's *historic core*, west of the present survey area. These activities have helped the community preserve its unique sense of place, which has encouraged an enriched quality of life for both residents and visitors.

By prioritizing the additional survey of architecture within the East of 5th boundaries, Rapid City is positioning itself to respond to emerging local market trends and community needs. The Downtown Area Survey is therefore a continuation of ongoing efforts on the part of Rapid City's municipal government and its Historic Preservation Commission (HPC) to integrate historic preservation into the City's planning and development goals and to encourage adaptive reuse of historic properties.

Following proper procurement procedures, the City engaged the firm of *Quality Services, Inc. (QSI)* to conduct the survey. A contract between the consulting firm and the City was executed and in November 2017 the project began. Secretary of the Interior (SOI) qualified architectural historian Brenna Moloney acted as Principal Investigator on the project. She managed and conducted the survey with assistance from additional *QSI* staff including field technician Emily Rodgers, SOI qualified architectural historian Mark Carpenter, and GIS technician Nick Dierks. The Downtown Area Survey was funded through a grant from the State of South Dakota, acting through the Department of Education, Office of History, State Historical Preservation Office Program. It was completed under the oversight of Sarah Hanzel, Long Range Planner II in Community Planning & Development Services in the Division of Long Range Planning at the City of Rapid City in close collaboration with the Historic Preservation Commission.

Project Objective

The purposes of this survey were to inventory architecture and present conditions of the commercial buildings within the East of 5th area, identify potentially eligible historic resources within it, prepare or update South Dakota State Historical Preservation Office structure forms for potentially eligible and listed properties, and to make preliminary recommendations for future use, interpretation and development. These objectives were fully met and the completed survey will provide the basis for identifying development opportunities, public outreach programming, and assisting property owners with building treatment within the survey area.

Methodology

The Downtown Area Survey project was a reconnaissance level survey which consisted of fieldwork, primary record research, public outreach, and synthesis. According to the *South Dakota Historic Resource Survey Manual*, a reconnaissance level survey identifies important boundaries, structures, features, architectural types, and representative time periods within a survey area. Beyond basic identification, another important goal is to assess the presence and condition of representative physical remnants of historic contexts or previously identified periods of significance and compare them to archival data in order to refine and elaborate a final report.

Pre-survey activities

Before proceeding with field inventory of the survey area, the **QSI** team organized and participated in two pre-fieldwork meetings in collaboration with City staff and HPC members. These meetings informed the public of the purpose of the survey and solicited feedback from building owners and other stakeholders. Maps, photos, historical documents, informal comment survey cards, and large color posters describing the project were prepared to engage meeting participants.



Figure 1. QSI architectural historian Brenna Moloney discusses past land uses within the survey area with community members and property owners. Photo courtesy of Sarah Hanzel.

The first of these meetings was held on November 16, 2016 at Pure Bean Coffee located in the historic Creamery Building at 201 Main Street (PN00000532). The meeting consisted of an informal meet-and-greet with interested citizens. Participants were invited to make notes on large maps of the survey area. These notes included information about what buildings had been on now empty lots, the conditions of buildings, and previous businesses.

A second meeting was held December 1, 2016 at The Garage, 402 St. Joseph Street, a co-op workspace housed in the historic Auto Services Building (PN00000230). Participants of this meeting were members of the East of 5th group, a 501(c)3 non-profit dedicated to promoting the East of 5th neighborhood and connecting property owners to resources. At this meeting, **QSI** architectural historian Brenna Moloney and HPC member Eric Monroe presented the purpose and methodology of the survey and answered questions from business owners. They also listened and responded to feedback and suggestions on the needs of the community as related to the survey.

Several important observations and suggestions arose at both meetings, which **QSI** has endeavored to include in this report. Among the feedback was a desire to delineate the history of the East of 5th area prior to its present use in order to acknowledge the long history of Native presence in the area. Other meeting participants requested that certain buildings' histories be more thoroughly researched to confirm or deny local lore, such as the printer at 401 Main Street, which is rumored to be the former County Jail and which may have been moved to its present location in the early 20th-Century. A common

theme among many of the building owners within the survey area was the desire to know more about local architecture and the history of their buildings so that preservation and rehab can proceed in a way which is functional, tasteful, and honors the past.

Education and promotion of the unique architecture within the East of 5th area was also a concern for many meeting participants. Many were also interested in learning more about incentives and financing opportunities for development and rehab of older buildings, empty lots, and streetscapes. While it is not within the present scope of work to fully address all of these concerns, it is hoped that the *Historic Context* and *Recommendations* sections will be a starting point for planning future historic preservation programming by the City and the Historic Preservation Commission.

Field work

Before fieldwork commenced, the City of Rapid City provided a spreadsheet containing property data for all lots within the survey area. The SD SHPO also provided *QSI* historians with all existing structure forms within the survey area. *QSI* divided the survey area in to 17 roughly equal blocks on a 2016 aerial map and a route for efficient documentation of each block was planned. The data provided by the SHPO and City was then correlated to match the structures and lots visible on the aerial map. Each visible building was assigned a building number. The spreadsheet was sorted by *QSI* assigned block and building numbers in order to divide inventory fieldwork clearly among the field crew. Addresses, Google Streetview, and descriptions listed in RapidMap were double-checked to ensure accuracy before fieldwork commenced.

In the field, every building within the survey area was digitally photographed from public rights-of-way using a NIKON D5000 DSLR camera. Multiple images were taken of each structure as were overall street views and detail shots of particularly important landscape features. Secondary structures such as outbuildings or sheds were noted if observable from the right-of-way. Notes on the condition, integrity and features of each building were taken. This included roof shape; window and door shapes, types and patterns; building orientation; exterior cladding; wall and foundation materials; decorative features; signage; lighting fixtures; setbacks; present use; and any other observations on the physical state of the building that might aid in its interpretation or a determination of eligibility. Photos of the survey area not included in this report were provided to the Rapid City Planning and Development Office on a separate CD.

During field inventory, *QSI* historians also recorded approximate dates of construction, building types and styles based on the observed architectural features of each building. These determinations were based on *A Field Guide to American Houses* by Virginia Savage McAlester, *Architectural History in South Dakota* by the South Dakota State Historic Preservation Office, and *A Concise History of American Architecture* by Leland Roth.

South Dakota Inventory Forms & Research

Following field documentation of the survey area, additional research was conducted to understand prior land usage patterns, building distributions, configurations, materials, and ages. The resources consulted for this were Pennington County tax records and the 1897-1948 digital Sanborn Fire Insurance map collection housed at the South Dakota State Library, available online at <http://library.sd.gov/LIB/ERD/proquest/sanborn.aspx#.WO0LsfrKUn>.



Figure 2. Overlay of Sanborn Fire Insurance Map on 400 block of Kansas City Street. Note that Trinity Lutheran Church is present in both periods. The tourist cabins, union hall and lumber company are no longer present however.

Research and field data was then collated in an Excel spreadsheet to make it easier to analyze for the final report. The database fields combined SD SHPO architectural site form fields, Pennington County tax record info, 1948 Sanborn Fire Insurance Map building use descriptions, lot data from the City’s tax records, and field observations. Next, the building data, field notes, and photo evidence were used to populate SHPO Architectural Inventory Forms for all properties within the survey area fifty years of age or older.

A total of 60 South Dakota State Historic Preservation Office (SD SHPO) structure forms were updated or completed. The present integrity and condition of five buildings currently listed in the National Register of Historic Places (NRHP) was noted as part of this process. Structure forms for an additional five previously surveyed buildings were also updated. The remaining 50 structure forms were completed for previously unrecorded buildings. In total, 10 buildings were identified as potentially eligible for listing in the NRHP. A copy of all forms was provided to the Rapid City Planning and Development office on a separate CD.

Photos of all structures for which a form was updated or completed were then submitted to the SHPO on CD. Previously recorded resources which were incorrectly identified in the SD SHPO database as lying within the survey area were corrected. Updated locational data was submitted to the SD SHPO for their records.

Once the inventory forms were complete and submitted, analysis and synthesis of information for the final report began. Maps which depict the spatial distribution of buildings by decade and location of empty lots were produced as part of this process. The findings of the first draft of this report were presented on March 8, 2017 in the Community Room of the City School Administration Center to interested members of the public and HPC. The final comments on structure form recommendations of eligibility from the State Historic Preservation Office were received on March 28, 2017. Comments received at the draft presentation meeting and from the SHPO have been integrated into the report.

National Register Eligibility

Properties listed in the National Register of Historic Places must be at least 50 years of age or, if not, of exceptional importance. In addition to age, properties must meet the criteria of historic significance. Historic significance is defined by the National Park Service as the importance of a property to American history, architecture, archaeology, engineering, or the culture of a community, a state, or the nation. To be listed in the National Register, properties must have demonstrated significance in at least one of the following areas.

- *Criterion A:* Association with events, activities, or broad patterns of history.
- *Criterion B:* Association with the lives of persons significant in our past.
- *Criterion C:* Embody distinctive characteristics of construction, or represent the work of a master, or possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction.
- *Criterion D:* Have yielded, or be likely to yield information important in prehistory or history.

Evaluations of historic significance may be applied to districts, sites, buildings, structures, and objects. Each building assessed during the survey was considered both on an individual basis and as it might contribute to a potential historic district. *Individually eligible* properties retain physical integrity, convey a strong sense of historical significance, and fulfill the criteria for listing in the National Register. *Contributing* properties are those that may not possess a strong sense of historical significance or meet the criteria for listing individually but that still retain physical integrity which relates to a context within a historic district. A National Register eligible historic district must “possess a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.” No potentially eligible historic districts were identified during this survey though one structure, at 415 4th Street (PN00000931), was determined eligible because it could be considered a contributing structure to the already established Downtown Historic District adjacent to the present survey area.

In addition to the above categories, buildings could also be considered *Non-contributing* to a historic district or *Not eligible*. As there were no potential historic districts identified during the course of the survey, there are no buildings within the survey area which could be considered

non-contributing. Not eligible structures are those which are fifty years of age but have lost their integrity or which otherwise do not meet the criteria for listing in the National Register. Structures less than fifty years of age were photographed but not assessed as part of this survey because they do not fulfill the basic criteria for listing in the National Register.

As mentioned, in addition to meeting the criteria for eligibility, properties must also possess historical integrity in order to be determined eligible for listing in the National Register (US Department of the Interior 1998).

Assessing Historical Integrity

According to the National Park Service, “Integrity is the ability of a property to convey its significance.” Determining whether a property possesses integrity is often a subjective evaluation but it should be based in an understanding of how the physical characteristics of a property relate to its significance.

Within the concept of integrity, the National Register criteria recognizes seven qualities that, in various combinations, define integrity. A property must retain most of these qualities to be considered eligible for the National Register.

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

In assessing a building’s integrity, *QSI* architectural historians subscribe to the “either-or” approach articulated by the National Park Service, “Historic properties either retain integrity (this is, convey their significance) or they do not Register (US Department of the Interior 1998).” Therefore, no rating system for gradations of integrity was developed. Each inventoried building was instead assessed based on field observations, historic photos, and Sanborn Fire Insurance Map descriptions and given a Yes-No rating. In addition to considering physical characteristics such as form, massing, fenestration patterns, materials, and so on, *QSI* architectural historians also considered potential future restoration. Questions of whether a restoration of the historic features is possible and if inappropriate past alterations are reversible were taken into consideration when assessing integrity.



Figure 3. 518 5th Street (PN00000940) is an example of a building within the survey area which does not retain its historical integrity. B. Moloney 12/2/2016.

The above image depicts a building within the survey area which was found to be older than fifty years old but was determined to be not eligible based on its lack of historical integrity. Replacement doors and windows, and a concrete and stone veneer on the primary façade do not reflect or complement the building's Mid-20th-Century period of significance. These physical changes would also be extremely difficult to reverse.

Description of Project Area

The project area is located on the eastern edge of Rapid City's downtown area between the historic core to the west and the South Dakota School of Mines and Technology to the east. The northern edge of the survey area is delineated by Omaha Street. St. Joseph Street serves as the survey area's southern boundary except for the block between Fourth and Fifth Streets where the boundary extends an additional block and half, terminating in the alley just south of Kansas City Street. Fifth Street marks the western boundary and Maple Street the eastern edge. The Rapid City, Pierre & Eastern Railroad (RCPE) line runs east-west through the project area one block south of Omaha Street.

Omaha Street is eight lanes wide and divided by an earthen berm. The buildings along this road were primarily constructed in the last 20-30 years and could be characterized as suburban developments. They are usually single-use lots with large setbacks, ample parking lots, and main façade entrances that face the lots rather than the street. Tuscan Square and the former Rushmore Honda exemplify this type.

Immediately behind this development along Omaha are structures related to the railroad. The historically significant buildings related to rail transit in Rapid City are not located within the present survey area. This would include the passenger and freight house located just west of the

survey area, the Aby's Feed and Seed complex immediately adjacent to the survey area and part of the Downtown Historic District, and the remains of the roundhouse, located east of the survey area. Despite being bereft of historically significant rail related structures, the East of 5th area is home to a number of warehouse structures that relate to Rapid City's rail history. The area's early light industrial development, including the processing of agricultural products, was oriented to take advantage of proximity to the tracks. This includes such iconic and historically significant buildings as the Fairmont Creamery (PN00000532).

The survey area primarily contains 20th-Century commercial architecture, though a small handful of domestic, religious and institutional buildings are also present. There is no predominant architectural style within the survey area though some buildings display Art Deco, Art Moderne, Spanish Colonial Revival and Mid-Century Modern stylistic elements. There are two Quonset Huts located within the survey area as well as numerous pole barns and utilitarian structures.

Map of Rapid City Downtown Area Survey

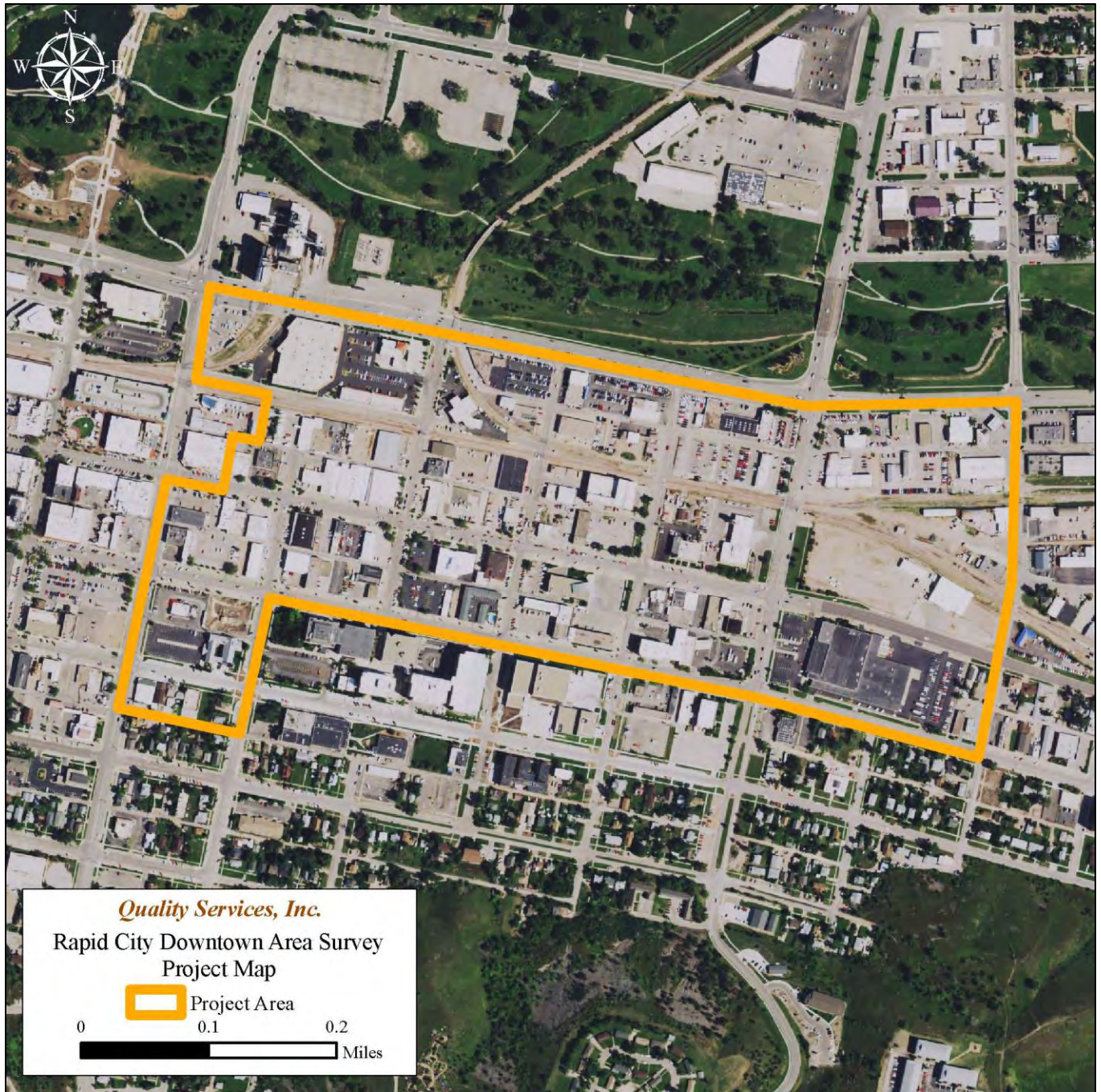


Figure 4. Rapid City Downtown Area Survey Project Area Map.

Historic Context & Architectural Development

The East of 5th area of downtown Rapid City is most evidently a 20th-Century creation. All the buildings within it were constructed within the last 102 years but its history of habitation and construction is much older. The historical and economic development of Rapid City influenced the style and type of architecture built within the survey area over time. Development shaped land use, building distribution, and other landscape features which, in concert, contributed to the area's character. While the focus of this survey was to identify and evaluate the existing architecture between 5th and Maple Streets, consideration of the longer historical narrative helps us fully understand how the area came to be what it is today.

Map of Spatial Distribution of Construction Date

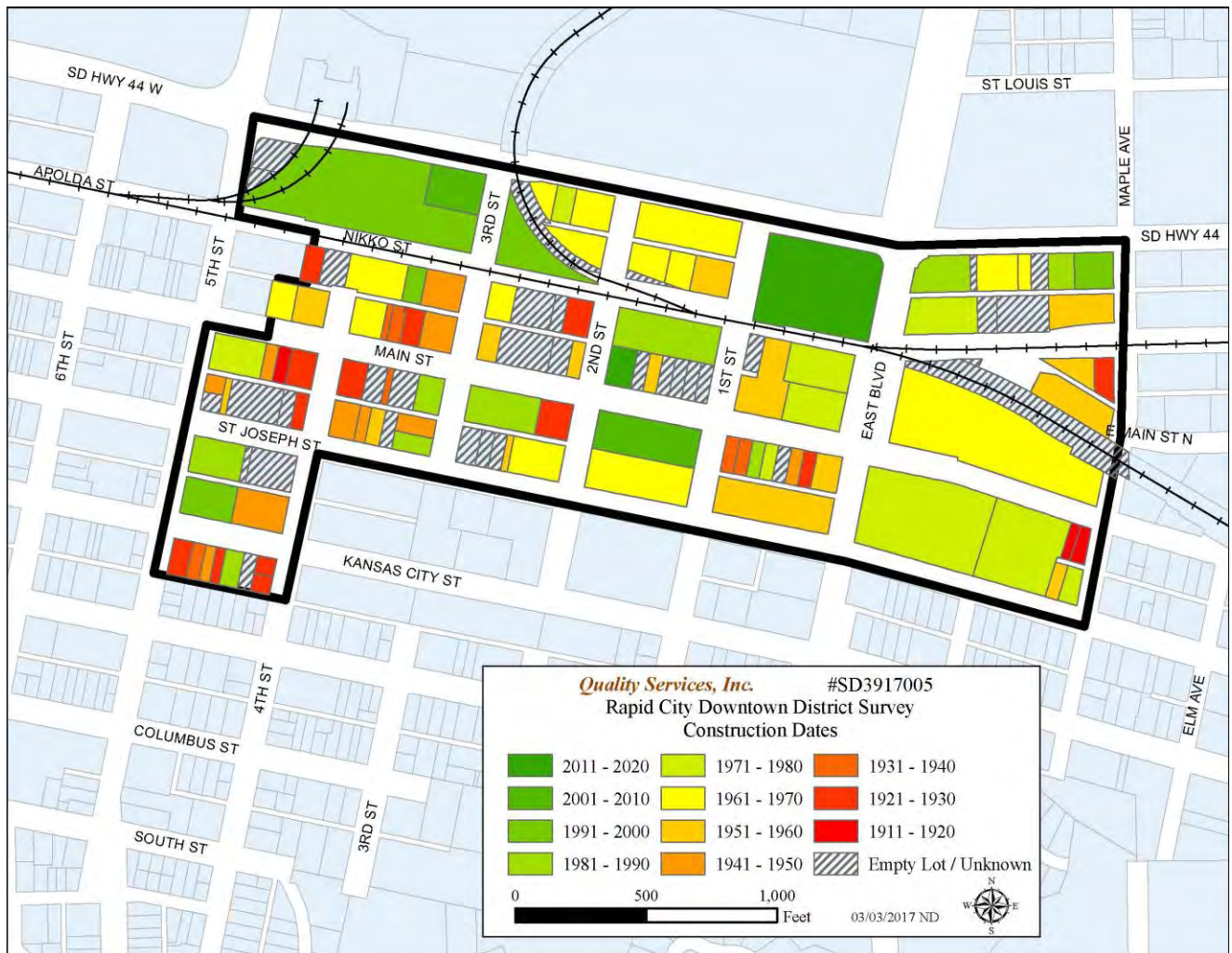


Figure 5. Spatial distribution of building construction in survey area by decade.

The Historic Period: Black Hills Gold, Tourism, and Beyond

A few French fur traders such as Francois and Louis-Joseph Verendrye likely visited the Black Hills peripheries prior to the 19th Century. However, it was Lewis and Clark's arrival in the Dakotas in 1804 that is considered the beginning of the Historic Period in the area. This expedition began full scale interaction between Native American groups and Europeans.

Euro-American fur traders and trappers were the first to enter the region after Lewis and Clark. In the early half of the 19th century, permanent forts and trading posts began to be set up along the Missouri River. The first well documented party to travel through the Black Hills was 12 men led by Jediah Smith in 1823 (Rowe 1961). Tribes associated with the Black Hills at the time of contact included the Crow, Kiowa, Suhtai/Cheyenne, Lakota, Arapaho, and Ponca.

The expansion of Euro-Americans into the west was accomplished at the expense of the tribes. Though tribal boundaries and reorganization had already taken place in protohistoric times, European diseases decimated Native American populations. Conflicts between the tribes and Europeans escalated. Though the Black Hills were within the boundaries of the Great Sioux Reservation and were closed to settlement, rumors of gold there were spreading as early as the 1830s and fed into these conflicts. Lt. G. K. Warren in 1857, and Captain William Reynolds in 1859, both led expeditions that reported the gold in the Black Hills area and in the south-central portion of Montana. Geologist Ferdinand Hayden traveling with Reynolds confirmed the reports (Gardner and Flores 1989). Neither the tribes nor the United States government could stop those seeking gold, and conflicts such as the "Red Cloud" War of 1866-68 erupted.

General Custer's 1874 expedition into the Black Hills was officially a reconnaissance expedition assigned to find a suitable fort location. The group included a military band, the Seventh Cavalry, a "scientific corps," topographers, engineers, reporters, and two gold miners. The miners discovered gold on French Creek, near what is now the city of Custer. Upon his return to Fort Lincoln, Custer mentioned that gold had been discovered and minimized it in his report. However, he had sent a scout to Ft. Laramie to telegraph this news back to Ft. Lincoln and newspapers caught wind of the report. These newspapers showed no restraint in spreading word of the discovery and the rush to the Black Hills began (Grafe & Horsted 2002).

The Black Hills experienced rapid growth in the following years. The Hills drew thousands of settlers, and extensive gold mining began in the late 1870s. The illegal settlement of the Black Hills sparked further conflicts, which included the Battle of the Little Bighorn in 1876. The U.S. forced a treaty on the Native American tribes with claims to the Black Hills in 1877 and annexed the area. The treaty also established reservations for the tribes and the Lakota, Cheyenne, and Arapaho were forced to leave the Hills.

The mining of gold necessitated service industries such as merchandise centers, transportation networks, lumbering facilities, smelters, and sources of energy to fuel the mines and smelters. Initially, lumber served as a means of fueling these facilities, but later when coal was discovered nearby, smelters and mine machinery were operated using this hotter burning fuel (Gardner and Flores 1989).

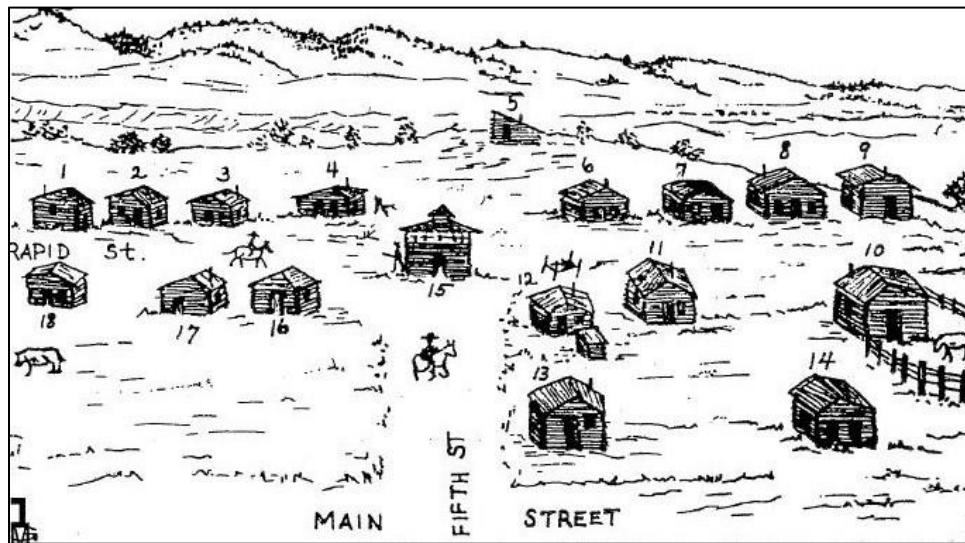


Figure 6. George Mansfield's late 19th-Century drawing of Rapid City at the time of its founding (Kerst, Oleson-Kessloff and Roseland 2007).

The gold camps also created the need for a variety of agricultural products. Many of the Euro-Americans who came to mine gold realized that the Hills provided additional opportunities. Farms and ranches sprang up in the valleys in and around the Black Hills. Logging, farming, ranching, and retailing quickly became a cornerstone of the local economies. The city of Rapid City was established by John C. Brennon, Samuel Scott and other former miners in 1876. At this time, all the freight to supply the Black Hills mining camps and the city's burgeoning commercial district was brought overland by teams of oxen. This required enormous amounts of hay and water. Strategically located along Rapid Creek where the Black Hills meet the Great Plains, Rapid City, or Hay Camp as it was then known, was the ideal place to rest, feed and water stock before the journey through the hills to Deadwood or Lead.

The City's early stable and corral were located within the survey area on the north side of Main Street where the VFW and First Western Federal bank now sit. This land use appears to have evolved into the City's Hay Market by 1887, as indicated on the Sanborn Fire Insurance map of that year (Figure 7). Stacks of hay and grain were stored in open lots one block south.

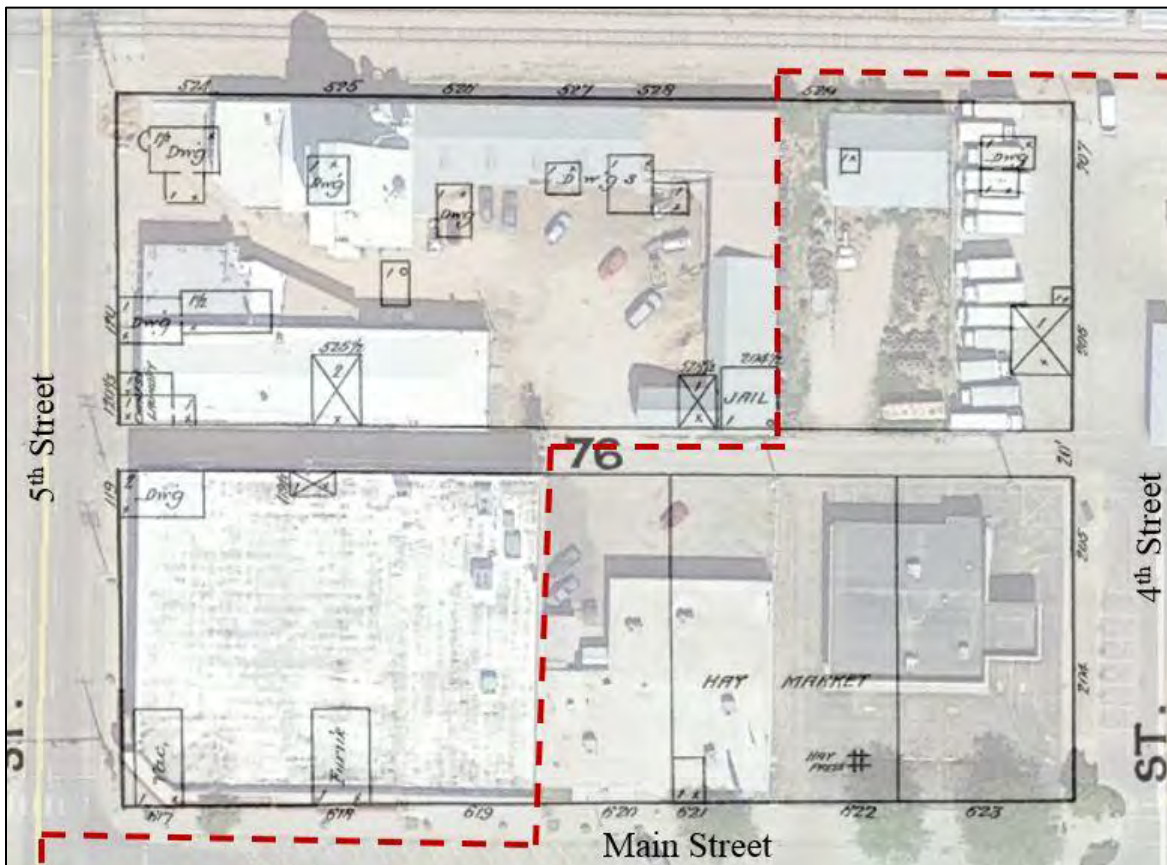


Figure 7. 1887 Sanborn Fire Insurance map over a contemporary aerial of the block between 5th and 4th Streets north of Main. Note the location of the Hay Market in the lower right.

Early Rapid City businessmen sought to provide services and goods to incoming miners and settlers. Boarding houses and hotels, mining suppliers, dry goods, grocers, laundries, and entertainment could all be found (Gardner and Flores 1989).

The Mansfield map on page 17 and photo evidence from the 1870-80s such as Figure 8 show that one to two story, gable front or hipped roof, hewn or rough log structures with minimal foundations predominated in Rapid City's early years. Setbacks appear minimal and buildings were spaced closely together along the main thoroughfares. Streets were compact dirt and lined in places with wooden sidewalks. Buildings found within the survey area appear to have been mostly residential although individuals likely operated informal businesses out of them as well.

A year after Rapid City's founding, Pennington County was formed and Rapid City became the county seat. In 1887, the Dawes Act broke up communal tribal holdings and allocated 160-acre plots of land to heads of families on tribal rolls for subsistence farming. Additional communal tribal lands were declared excess, and were sold to emigrant settlers. Through the 1880s, tribal leaders such as Red Cloud and Sitting Bull attempted to negotiate these land transfers with Indian Agents such as Dr. Valentine McGillicuddy. By the time South Dakota became a state in 1889, the regional economic structure, which had centered on mining, evolved into one where agriculture, industry, and commerce provided diversity and stability (Gardner and Flores 1989).



Figure 8. Early photo of the Yankton House, built 1877, looking east along the 500 block of Main Street (Kerst, Oleson-Kessloff and Roseland 2007).

The Dakota School of Mines, now known as the South Dakota School of Mines and Technology, was established in 1885. The campus lies two blocks east of the survey area's eastern edge. As the campus has grown, it has increasingly influenced the residential neighborhoods that surround it as single family dwellings were converted to rentals and more recently, multi-unit residential structures have been built. This influence has largely not extended to the survey area however.

The last two decades of the 19th-Century saw a shift in architectural types and styles within the survey area as the economy and resources of Rapid City evolved. Photo evidence indicates that buildings constructed during this period were more refined than their simple log predecessors. Wood frame Italianate commercial buildings appeared along Main Street. These buildings had flat or shallow hipped roofs and were clad in milled clapboard siding. They often featured ornamental wood details such as heavy bracketed cornices, bracketed window heads, and vertically oriented double hung glass windows. These material changes reflect the development of more permanent industries within Rapid City, such as sawmills, brickyards and lumber suppliers, and stronger connections to external markets which were enabled by the arrival of rail service in 1886. Because these buildings pre-date the advent of electricity, storefronts were often lined with multiple windows which allowed natural light to enter. West and south facing facades may have been shaded by an arcade or retractable canvas awnings (Figure 9).



Figure 9. The Italianate International Hotel located on the northeast corner of the intersection of 5th and Main Streets, immediately adjacent to the survey area (Kerst, Oleson-Kessloff and Roseland 2007).

The railroad arrived in Rapid City in July 1886 and established the city as a regional transportation hub. This played an important role both in the development of the city and of the survey area as warehouses and tracks were constructed through its heart. By the late 1890s, when the Black Hills National Forest was established, the area had become a popular tourist destination as people came by train to enjoy the temperate weather and outdoor recreational opportunities. Between the turn of the 20th-Century and WWI, buildings within the survey area again changed form, material and style to reflect these economic and social trends. While still mainly wood framed, Queen Anne, Stick, Folk Victorian, and Neo Classical Revival stylistic elements began to emerge. These buildings often still displayed wood details such as brackets or window hoods but usually had front gabled or compound roofs and asymmetrical fenestration patterns. These stylistic elements appeared on residential, commercial and civic structures within the survey area during this period.

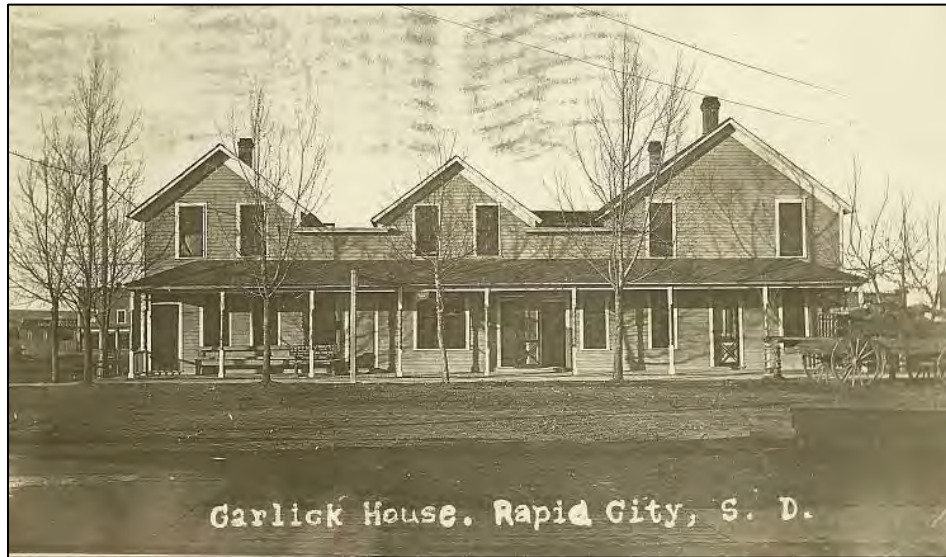


Figure 10. The Folk Victorian Garlick Hotel once sat on the northeast corner of 5th and St. Joseph Street (Kavanaugh 2011).

A shift toward an increased use of masonry walls, particularly in commercial buildings, also occurred at this time. This shift was a fire prevention method and the result of further growth in regional businesses providing higher quality building materials such as the state-run South Dakota Cement Company, the Dakota Plaster Company in northwest Rapid City, and the Louis Volin brickyard. The oldest building within the survey area, at 411 Main Street (PN00000975) is a masonry commercial building built in 1915.



*Figure 11. The masonry walled building at 411 Main Street was constructed in 1915.
B. Moloney 12/2/2016*



Figure 12. Rapid City Lumber at the corner of 5th & St. Joseph. (Pechan and Groethe 2002).

Another common feature of commercial buildings within the survey area during the late 19th-Century and early 20th-Century was the false front. These wood frame buildings often had front-facing gable roofs with a stepped-parapet wall on the street facing elevation. This created the impression that the building was larger than it actually was and conserved building materials. Derthick's skating rink, built in the 1890s and refurbished in 1907 as an auditorium was located at 425 Kansas City Street and was an example of this type (Figure 13).



Figure 13. Derthick's Auditorium once stood on the 400 block of Kansas City Street (Kerst, Oleson-Kessloff and Roseland 2007).



Figure 14. The Institute for the Care of Chronic Alcoholism and Drug Addiction at 2nd and Kansas City. Note the character of the environs which contains trees, grass and sidewalks (Kerst, Oleson-Kessloff and Roseland 2007).

The widespread adoption of the automobile and improved highways then led to an increase in tourist traffic in the interwar period as people came to enjoy both Custer State Park, which was established in 1912, and nearby Badlands National Park, established 1929. In 1927, famed sculptor Gutzon Borglum began the work on Mount Rushmore which was eventually completed by his son Lincoln in 1941. Rapid City's proximity to the iconic American monument boosted the tourist industry here and led to a boom in businesses intended to service travelers (Miller 1985.) Many of these businesses, such as tourist cottages and filling stations, flourished in the survey area on the eastern outskirts of the central downtown business district. A preliminary count of auto related businesses within the survey area depicted on 1948 Sanborn shows that there were no fewer than 25 separate auto-related businesses a time when the population of Rapid City was about 25,000 people.

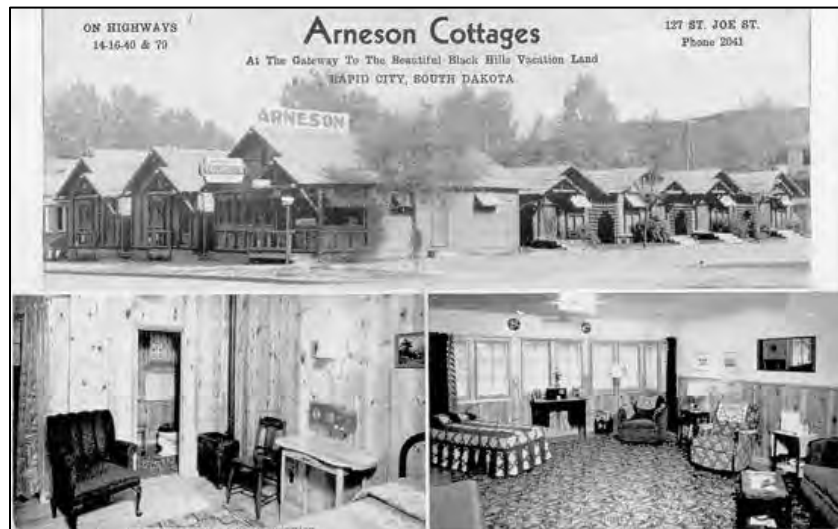


Figure 15. The Arneson Cottages on St. Joseph were typical of the type of lodging offered within the survey area before motor lodges replaced them (Kerst, Oleson-Kessloff and Roseland 2007).

Art Deco decorative elements appear in buildings of this period. This was a design movement which was the first expression of modernism in that it sought to break with the heavy ornamentation and pretension of previous styles. Common characteristics of this type include stylized geometric patterns in building lines and ornamentation, piers, parapet walls, and masonry construction, sometimes covered with a concrete stucco. Buildings with Art Deco influence within the project area include the Rapid City Laundry (PN00000263), The Garage (PN00000230), and Graphics Plus (PN00000935), among others.



Figure 16. The Laundry was designed by Rapid City architect James Ewing in 1928 and built the following year (Kerst, Oleson-Kessloff and Roseland 2007).

Another design trend from this time present on one structure within the survey area is Spanish Colonial Revival which, like other related styles of the 1920s and 30s, reflected an interest in craft and folk architecture. The 1922 storefront at 7 Main St. (PN00000937) at the eastern extent of East of 5th is unique among commercial buildings in Rapid City and retains the features of this unique architectural style including smooth plaster stucco wall, pier, and chimney finishes; a low-pitched clay tile roof, terracotta or cast concrete ornaments; and semi-circular arcades and fenestration. Spanish Colonial Revival and other folk styles were common to filling stations and tourist cabins and may have been more prevalent within the survey area in the past (McAlester 2014; Roth 1980).

Another style present in East of 5th besides Art Deco and Spanish Colonial Revival is Art Moderne. The Parts Central building (PN00000342), exhibits some of the characteristics of this style. Art Moderne has some overlap with Art Deco in terms of time period- reaching its height in the late 30s (McAlester 2014). This building was built in 1946, a little later than is typical for Art Moderne however its unique characteristics make it a significant local expression of the style. This includes its horizontal orientation, rounded edges, glass block walls, aluminum-frame ribbon window, and the flat roof.

By the 1930s, Rapid City was the most populous city in the Black Hills (Figure 6). During the Great Depression, the tourism and agricultural industries faltered. To ease the economic pressures caused by the downturn, the federal government sponsored several projects in the Black Hills through the Works Progress Administration (WPA), Civilian Conservation Corps (CCC), and the Public Works Administration (PWA). These projects employed local labor, improved infrastructure, and updated recreational facilities such as Canyon Lake Park (Bunkowske 2017).

Census Year	Population
1880	939
1890	2,128
1900	1,342
1910	3,454
1920	5,777
1930	10,464
1940	13,844
1950	25,312
1960	42,390
1970	43,846
1980	46,492
1990	54,523
2000	59,607
2010	67,956
2015 est.	73,569

Figure 17. Population estimates by Census year. The mid-20th-Century was one of the strongest periods for growth in Rapid City's history (U.S. Census 2014).

Like other areas of the country, Rapid City's economy began to stabilize after WWII. From 1940 to 1950, the population grew by almost 83% due in large part to the establishment of Ellsworth Airforce Base in 1942. The population influx resulted in a major construction boom and necessitated a plan to manage growth. In 1949, the first comprehensive city plan was completed for Rapid City. The vision laid out in the plan established Rapid City as a regional leader in trade and distribution based on diverse economic drivers such as agriculture, livestock, rail, and retail in addition to the military and the state cement plant (Kerst, Oleson-Kessloff and Roseland 2007). Many single family residential neighborhoods in Rapid City, composed of modest ranch style houses, date to this period. Commercial developments flourished as well. Nearly half of the buildings within the survey area date to the mid-20th-Century.

Commercial development within the survey area in the post-war period meant that an increasing number of lots which had once been residential shifted to other uses. Since the 1948 Sanborn Map was published, 32 of residential lots depicted on the map have since changed use. Presently there are five single-family residential buildings left within the survey area, all of which were built before WWII. These buildings are found on the periphery of the survey area but historically residences were located throughout.



Figure 18. This historic photo depicts the main entrance of the Motor Services building. Note the two modest, gable front residential structures immediately to the west. (Kerst, Oleson-Kessloff and Roseland 2007).

The establishment of Ellsworth AFB also shaped the architecture of East of 5th. This included the use of Quonset huts, two of which are found in survey area. These are lightweight prefabricated structures of corrugated galvanized steel which have a semicircular cross-sectional roof. They were manufactured by a variety of companies for the US military and then sold as surplus after the war. The presence of these structures and their reuse as commercial and warehouse buildings is a remnant of Rapid City's close historical ties to Ellsworth AFB and the

important role it played in the city's growth. They also reflect an interest at the time in the development of industrial solutions to building needs. In East of 5th one of these structures is used as warehouse (PN00000973) while the other is a commercial building originally used as an auto dealership (PN00000716) (Figure 19).



Figure 19. Late 1940s view of Quonset Hut at 516 4th St. (PN00000716) (Pechan and Groethe 2002).

The styles of the 1920-1940s such as Art Deco, Art Moderne and the revival folk styles like Spanish Colonial Revival began to fall out of favor in the post-war period as more robustly modern or international designs took over. Mid Century Modern design favors clean lines, simplicity, a lack of ornamentation, and prominent use of glass curtain walls or plate glass ribbon windows set in aluminum. Style can be expressed idiosyncratically on a local level but the influence of Mid Century Modern is evident in the massing, decoration, and form of several buildings within the survey area.



Figure 20. The Stockgrower's Association Building (PN00000929) possesses stylistic elements characteristic of Mid-Century Modern design such as plate glass windows and a small brise-soleil. B. Moloney 12/2/2016.

The tourist industry began to change character after the Mid-20th-Century as consumer tastes and habits shifted from a preference for small tourist cottages to motor lodges such as the Tip Top Motor Hotel on St. Joseph. This building was demolished in the 1990s and the lot is currently used as a park. In addition to its Mid-Century modern features such as large plate glass windows, the Tip Top was also very colorful, with blunt lines, oversized signage, and gold accents which all reflected the tastes of the Atomic Age (Figure 21).



Figure 21. The Tip Top Motor Hotel once stood on the corner of 4th and St. Joseph. The spire of Trinity Lutheran Church can be seen peeking out above the roof of the hotel (Rushmore News Inc., date unknown).

Another distinctive characteristic of many of the post-war buildings within the survey area are the vibrant orange bricks of which they are constructed. According to local historian Jean Kessloff, the source of these bricks was the Quarnberg Brickyard in Belle Fouche (Kessloff 2017). The Rapid City architectural firm of Ewing and Forrette seems to have had a particular affinity for these bricks. Eight of the nine buildings within the survey area composed of Quarnberg brick were likely designed by this firm. Ewing and Forrette were active in Rapid City and had a strong influence on the character of the East of 5th area. Of the 14 buildings either listed or eligible for the National Register of Historic Places, six were designed either by James Ewing or Ewing and Forrette. Very little information is available about Mr. Ewing or his partner but further research is merited considering the indelible mark they left on Rapid City.



Figure 22. 302 Main St. (PN00000930) is an example of a post-war commercial structure composed of Quarnberg brick within the survey area. B. Moloney 12/2/2016.

In June 1972, heavy rains swelled Rapid Creek and caused a devastating flood which killed 238 people and left more than 3,000 injured. Over 1,300 homes and 5,000 cars were destroyed. The total property damage was estimated to be over \$160 million (Carter, et. al., 2017). Damage from the flood was most heavily concentrated in low lying areas to the west of the present survey area but the built environment along its northern edge on Omaha Street was affected. Photos of flood damage along Omaha in the survey area show tumbled vehicles, trailers, and other debris.



Figure 23. 1972 Flood damage at a car dealership on East Boulevard. (Carter, et. al., 2017).

By the late 80s and into 2000s, the form of buildings constructed within the survey area took on a very different shape than previously. Overall massing was much larger and the buildings were oriented to spacious adjacent parking lots rather than to the street. Buildings which take up all or most of a block begin to predominate. Tuscany Square is a good example of this type of development as are many of the banks found in the survey area.



Figure 24. The Dacotah Bank at 125 Main Street is typical of the architecture constructed in East of 5th in the late 20th-Century and early 21st.

In recent years, there has been a resurgence of small business within the survey area which reflect national demographic trends toward a re-urbanization of city centers. This reflects a general interest among people, particularly Millennials and Baby Boomer retirees, for vibrant urban cores in which they can live and work. This shift encourages adaptive reuse of older buildings, streetscapes which include modes of transport beyond the automobile, local food industries, and a concern with authenticity. Within the survey area, The Garage, the Fairmont Creamery, and the recent rehabilitation of the Dean Motor Company building all reflect this trend. While the survey area does not have the same concentration of historic buildings as found in Rapid City's historic core, it is well positioned to take advantage of this shift because of lower rents and a stock of 20th-Century historic buildings easily adapted to new uses.

Summary of Survey Results

The Rapid City Downtown Area Survey resulted in the identification and recordation of 90 buildings and 34 vacant lots within a 104-acre area just east of the historic downtown core between 5th and Maple Streets. South Dakota architectural inventory forms were completed for 60 total properties. Ten of these forms were updates to previously completed inventory forms. Of the surveyed properties, 10 were determined to be eligible for the National Register of Historic Places, 5 are currently listed, and 45 recommended not eligible. One property previously surveyed and determined to be potentially eligible, the IOOF Hall at 425 Kansas City Street (PN00000715), has lost historical integrity and is no longer recommended eligible for the NRHP. Most of the potentially eligible structures were considered individually eligible and not as contributing structures to a potential historic district. The only exception was the warehouse

immediately adjacent to the Downtown Historic District (PN00000931). No potentially eligible historic districts were identified during the survey.

Eligible or Listed Properties

In total 10 structures were determined potentially eligible for listing on the National Register of Historic Places. Nine of these buildings are described below while the 10th is not because it is a residential structure and therefore outside the scope of the project. More information on all structures evaluated as part of this survey can be found in the South Dakota State Historic Preservation Office structure forms housed at their office in Pierre, available online with registration, or at the Rapid City Community Planning and Development Office.

SHPO ID	Address	Year	Integrity	Eligibility
PN00000715	402 Kansas City St.	1946	Yes	Eligible
PN00000717	30 Main St.	1955	Yes	Eligible
PN00000928	405 Kansas City St.	1922	Yes	Eligible
PN00000929	426 St. Joseph St.	1956	Yes	Eligible
PN00000931	415 4th St.	1927	Yes	Eligible
PN00000934	230 Main St.	1957	Yes	Eligible
PN00000935	324 St. Joseph St.	1941	Yes	Eligible
PN00000936	3 Main St.	1955	Yes	Eligible
PN00000937	7 Main St.	1922	Yes	Eligible
PN00000933	408 2nd St.	1923	Yes	Eligible
PN00000342	415 Main St.	1946	Yes	Listed
PN00000263	312 Main St.	1928	Yes	Listed
PN00000229	329 Main St.	1930	Yes	Listed
PN00000230	402 St. Joseph St.	1929	Yes	Listed
PN00000532	201 Main St.	1929	Yes	Listed
PN00000334	425 Kansas City St.	1939	No	Not Eligible
PN00000335	429 Kansas City St.	1929	Yes	Not Eligible
PN00000716	516 4th St.	1950	No	Not Eligible
PN00000927	705 4th St.	1924	Yes	Not Eligible
PN00000939	419 Kansas City St.	1950	No	Not Eligible
PN00000938	417 Kansas City St.	1930	No	Not Eligible
PN00000940	518 5th St.	1947	No	Not Eligible
PN00000972	419 Main St.	1974	n/a	Not Eligible
PN00000941	401 Main St.	1926	No	Not Eligible
PN00000942	402 Main St.	1955	No	Not Eligible
PN00000943	330 Main St.	1966	No	Not Eligible
PN00000944	322 Main St.	1940	Yes	Not Eligible
PN00000930	302 Main St.	1948	Yes	Not Eligible
PN00000946	320 Main St.	1940	No	Not Eligible
PN00000947	219 Omaha St.	1962	Yes	Not Eligible

SHPO ID	Address	Year	Integrity	Eligibility
PN00000949	111 Omaha St.	1967	No	Not Eligible
PN00000950	110 Rapid St.	1953	No	Not Eligible
PN00000951	316 2nd St.	1967	No	Not Eligible
PN00000952	21 E. Omaha St.	1962	Yes	Not Eligible
PN00000953	31 E. Omaha St.	1964	No	Not Eligible
PN00000954	317 Maple Ave.	1956	No	Not Eligible
PN00000955	401 Maple Ave.	1929	No	Not Eligible
PN00000956	409 Maple Ave.	1951	Yes	Not Eligible
PN00000957	108 E. Main St.	1963	Yes	Not Eligible
PN00000973	35 E. Rapid St.	1970	n/a	Not Eligible
PN00000974	35 E. Rapid St.	1970	n/a	Not Eligible
PN00000932	35 Rapid St.	1959	Yes	Not Eligible
PN00000959	408 2nd St.	1985	n/a	Not Eligible
PN00000958	118 Main St.	1959	No	Not Eligible
PN00000960	411 2nd St.	1927	No	Not Eligible
PN00000961	202 Main St.	1957	No	Not Eligible
PN00000962	317 Main St.	1939	No	Not Eligible
PN00000970	119 E. Main St.	1916	No	Not Eligible
PN00000971	127 E. Main St.	1920	No	Not Eligible
PN00000963	517 3rd St.	1944	No	Not Eligible
PN00000976	124 E. St. Joseph St.	1957	No	Not Eligible
PN00000966	11 Main St.	1947	No	Not Eligible
PN00000964	210 St. Joseph St.	1966	Yes	Not Eligible
PN00000965	218 St. Joseph St.	1952	Yes	Not Eligible
PN00000969	14 St. Joseph St.	1952	No	Not Eligible
PN00000945	410 4th St.	1961	No	Not Eligible
PN00000948	111 Omaha St.	1964	No	Not Eligible
PN00000967	25 Main St.	1938	No	Not Eligible
PN00000968	29 Main St.	1932	No	Not Eligible
PN00000975	411 Main St.	1915	No	Not Eligible

Figure 25. Properties for which SD SHPO inventory forms were completed listed by eligibility and date.

Listed: 312 Main Street, PN00000263

This structure is an Art Deco commercial structure designed in 1928 by James Ewing. It was listed in the National Register in 1995. It was considered significant under Criteria C for being an excellent local example of commercial Art Deco architecture. The nomination described the building as a “one-story Art Deco style commercial building. Displays a modern broad-front and stretches three bays wide. The wall material on the main building is stucco, while the addition displays small ceramic tile. The roof of the main building is a wood frame pitched gable covered in tar and the addition displays a flat concrete roof. The foundation is constructed of concrete. A stepped parapet roof and two thick brick piers, which ‘anchor’ the corners of the building, ornament the front façade. The main building is symmetrical. A blocked-in single door with a transom is located in the center of the building. Light fixtures, original to the building, ornament each side of the door and night drop box is located to the east of the entrance. Two windows, which display glass blocks and concrete sills, line the east and sides of the main entrance. These windows were originally sash six over six.”

“The main building and the west addition are visually connected by a neon sign of “Mother Rapid” a woman washing clothes in a washtub. In 1950 an addition was constructed to the front of the 1945 addition, making the entire addition flush with the original building. Small ceramic square tiles cover the front façade of the addition. The majority of the tiles are painted white and three vertical sections are painted blue, which run from the roof to the floor, and line the east and west sides of the façade. Two large plate glass windows with thin mullions and an offset plate glass door consume the lower half of the façade. The words ‘Rapid city Laundry Cleaners’ are affixed to the façade above the plate glass door and windows.”



Figure 26. Photo of the Laundry at the time of its National Register nomination in 1995 (Butterfield et. al. 1995).

Many of the exterior details described in the 1995 NR nomination have since been altered. This includes the removal of two roof-mounted neon signs, replacement of the glass block with six-over-six double hung windows, restoration of the main entry door and transom light, and a reconfiguration of the entry and display window on the east addition. Two large exhaust units have also been mounted to the south elevation of the addition. The words ‘Laundry’ and ‘Cleaners’ which were once affixed to the south elevation of the building have been replaced by signs reading ‘Servall Uniform and Linen Supply.’ The small square tiles on the 1945 addition have also been removed. The glass block windows and main entry door have since been replaced with windows in keeping with its original character. The display window and entry on the 1945 addition have changed significantly while the striped tile surface treatment was also removed and exhaust pipes added. Most noticeably, the iconic neon signs which once graced the roof are gone. Despite these alterations, the building retains a high degree of integrity from the period of its significance.



Figure 27. Site 18711 Structure 23506 at 312 Main Street, also known as the Rapid City Laundry or Kellogg Laundry, was listed on the National Register in 1995. This Art Deco structure retains its historic character.

B. Moloney 12/02/2016.



*Figure 28. The 1945 east addition to the Laundry was also designed by architect James Ewing.
B. Moloney 12/02/2016.*

Listed: 402 St. Joseph St., PN00000230

Also designed by local Rapid City architect James Ewing, the Motor Services building was constructed in 1929. The building was listed on the National Register in 1995 and was considered locally significant under Criteria C for being an outstanding example of a Commercial Style building with Art Deco influences.

The original nomination describes the building at length. “The building has an exposed concrete foundation, red brick walls, and concrete ornamentation, including a cornice line on all four elevations. The curved tar roof is supported by a system of steel trusses. The front (south) elevation is the main façade of the building facing St. Joseph Street. It has three bays with protruding segmental arch entryway and brick pier corners. The front façade has a dominant brick arched parapet with concrete cornice line. The entryway is flanked by floor to ceiling fixed display windows on both sides. The display windows with glass transom have plain brick sills and lintels as well as thin mullions...There is decorative brick checker work in the arch above the doorway...The east elevation has seven brick pilasters with defined concrete tops equally spaced across the brick wall...the roof line is horizontal with segmental arches above both the south, original service door and the corner display window... has a single doorway and two service doors.”



Figure 29. The Motor Services Company building at 402 St. Joseph looking northwest. B. Moloney 12/14/2016.

Very few changes to the building were observed. Windows on east elevation may be replacements but mimic previously recorded fenestration pattern. The Motor Service Company neon sign, located at the parking lot entrance to the west of the building, was not mentioned in the original nomination form but should be considered a contributing feature of the building. Overall the building retains a high degree of integrity.



*Figure 30. Motor Services Co. sign located just west of the main building. B. Moloney
12/14/2016.*

Listed: 201 Main St., PN00000532

The Fairmont Creamery building was listed on the National Register in 2006 under Criteria A for its relationship to the industrial development of Rapid City. It was built in 1929 and the architect was F.V. Thomas. The original nomination form describes the building as “a utilitarian industrial design. Significant features of this design found in the building include the masonry construction, steel-framed factory windows, and exposed ceilings and floors. As the use of the building changed over the years, alternations to building occurred. Some window bays were infilled with combinations of brick, wood, and fixed pane windows while additions were constructed on the south elevations and on part of the west elevation. The Fairmont Creamery Company Building was constructed with materials and a design to allow for expansion, therefore making the current additions less intrusive. The alterations occurring in the window bays have not altered the original window and/or bay sizes, allowing the infill materials to still represent the original fenestration of the building.”



Figure 31. Historic view of 201 Main St. taken shortly after its construction (Kerst, Oleson-Kessloff and Roseland 2007).

The Fairmont Creamery Company Building remains much as described in the NRHP nomination. The only evident exception is that the windows previously infilled with wood and smaller units and/or glass block have been replaced with full sized windows that better represent the original factory windows. Large bay windows have been replaced with newer metal framed units that have decorative muntins and fill the entire openings. This restores the building’s character as the windows now look similar to those in place when the building was constructed in 1929. The awning over the entry door in the main façade has also been removed



Figure 32. Site 28755 Structure 32306, 201 Main St. facing south. B. Moloney 12/14/2016.

Listed: 329 Main St., PN00000229

The Dean Motor Services building was built in 1929 and listed on the National Register in 1995 under Criteria C for being a fine local example of a Commercial Style building. The 1995 nomination form describes the building as measuring “100 feet x 140 feet and has a concrete foundation. The building is a modern broad-front commercial type, and is characterized by plain concrete and brick ornamentation. The curved steel truss roof is covered with tar. The interior of the building is divided into two main spaces, the showroom and office area, facing Main Street and the garage and maintenance area in the rear. The main (north) elevation of the Dean Motor Company building faces Main Street and is divided into three bays by two floor to roof pilasters. The main facade is distinguished by a parapet roof line, with concrete cornice, that angles on both sides to a raised central portion.”



Figure 33. 329 Main St.as seen at the time of 1995 NR nomination. (Butterfield et. al. 1995.).

“The center bay has two brick pilasters with concrete tops dividing the bay. The left bay is also divided by a single brick pilaster, while the right bay is free from pilasters. The main entrance of the building is offset to the east in the center bay. The entrance is a single wood and glass pane door with a frosted glass transom. The main façade has five large plate glass display windows the height of the entrance between all the pilasters on the facade. These windows are divided by thin mullions. The transoms, above the windows, have been painted. There is a string course of header bricks located above the first-floor windows. Two small four-over-four panes, metal windows are centered in the attic area on the main facade.



Figure 34. 329 Main St. facing south. M. Carpenter 12/13/2016.

Removal of signage and interior renovations have compromised the building's historical integrity and character but not to such an extent as to merit removal from the National Register.

Listed: 415 Main St., PN00000342

The building at 415 Main Street, also known as the Casper Supply Company or the Parts Central Building, is an Art Deco commercial structure with some Art Moderne detailing and was listed on the National Register in 2000. The architect was E.L. Henry. It is significant under Criteria A and C as one of few Art Deco style buildings in Rapid City which also shows elements of Moderne style. It also reflects the post-WWII commercial growth of Rapid City.

The nomination form describes the building as having a “concrete foundation, a flat roof with a parapet, topped by a narrow, concrete coping and brick walls in a common bond with six stretcher rows between each header row. The facade (north) of the building is symmetrical and features a central entry. On either side of the double doors is a vertical pilaster element. These elements have two-foot high concrete bases and brick shafts. The brick is set in an alternating vertical pattern of headers with four columns of brick set out and three set in. Above the front doors is a single course of soldier bricks. Above this course of bricks is a glass block window. The window features six-inch square blocks with eight set vertically and fourteen horizontally.”

“Finally, above the glass block window is a section of brick set in a decorative pattern. A checkerboard pattern is formed by alternating groups of three stretcher and three soldier bricks. This patterned section of brick and the pilasters rise two feet above the roofline and have a narrow cast concrete cap. A non-historic sign hangs in the center of the decorative brick. Located on either side of the central entryway are large storefront windows. The windows are rectangular at the end nearest the entry and from half circles at the ends away from the entry. Originally the windows were divided into two large panes, one rectangular and one U-shaped. In 1968 the windows were divided into seven sections. The end has been formed into a semicircle and filled in. The rest of the window has been divided into three smaller panes over three larger panes. The original wood framing around the windows remains intact.”



Figure 35. 415 Main Street as seen in the 2000 National Register nomination form. (Jeter and Rogers 2000).

The Parts Central building retains historical integrity and is in excellent condition. The National Register nomination prepared in 2000 describes the west elevation as having no openings but presently there are eight 1 over 1 metal frame windows. The west-facing façade has also been coated with a spray concrete stucco which was also not described in the 2000 nomination. The interior of the building was not examined for this survey.



Figure 36. 415 Main Street facing southwest. B. Moloney 12/02/2016.

Eligible: 7 Main St., PN00000937

This is a unique example of a 1920s-era storefront with Spanish Colonial Revival influences. It is possibly the only remaining of its type in the city and is recommended eligible for the National Register under Criteria C.



Figure 37. 7 Main St. facing southwest. B. Moloney 12/7/2016.

It is a two-story commercial building with concrete stucco walls and clay roof tiles. There are stucco covered capped pillar extensions at roofline at each corner on northeast-facing facade. Plate glass storefront windows with inset person entry door present on lower floor of northeast facing facade. Another person door, likely to access the upstairs, is located in the northwest corner of the northeast elevation. This door is inset beneath an arch. Windows on east and west elevations are only on the second floor. Upper story windows are one over one with aluminum storms. Building is listed in public records as having been built in 1922, but does not appear on the 1923 Sanborn Fire Insurance map of Rapid City.

Eligible: 408 2nd St., PN00000933

This is a fine example of early 20th Century local public works building that possesses a high degree of historical integrity and is in excellent condition. It is recommended eligible for the NRHP under Criteria C. Building is currently under private ownership. Like built circa 1923 and through at least 1948, the building was the Rapid City Water, Sewer and Streets Department Building. The west section was offices while the east portion was repair shop. Building appears on 1923 Sanborn Map however more research may be needed to complete a municipal context within Rapid City and to compare it to other buildings of this type within the city.



Figure 38. 408 2nd St. facing northeast. B. Moloney 12/7/2016.

Multi-level brick building divided in two sections. There is a single story western portion and 1.5 story section to the east. Two single pane windows are in the northwest corner of the northwest elevation and another pair is centrally located between two person entrances on the same facade. Three windows located in the upper story of the of the east building section on the northwest elevation. These are decorative with a massed lintel and false columns that appear to support the lintel and have a concrete base. There are segmented side lights flanking each door on the northwest elevation. There are six multi-paned fixed windows in the 1.5 story portion on the southwest facing facade. False columns are present on both the northeast and southwest elevations of the eastern portion of the building, indicating that the design incorporated some Art Deco influences. A partial parapet on the eastern and western ends of the 1.5 story portion may also reflect this stylistic influence. The roof on the western portion is flat. Meanwhile the eastern portion has a pitched roof that is truncated to stay below the parapet.

Eligible/Contributing: 415 4th. St., PN00000931

Property records indicate this building was constructed in 1927. It is immediately adjacent to the Abby's Feed and Seed complex which is composed of seven structures, six of which are considered contributing structures to the Rapid City Historic Commercial District listed on the National Register of Historic Places. 4154th Street is older than all but two of the buildings within the Abby's Feed and Seed complex and possesses a high degree of integrity. It embodies many of the same historic characteristics identified in the Commercial District NR nomination as representing a significant period of Rapid City's history. The building is therefore recommended eligible for inclusion in the National Register as a contributing structure to the Rapid City Historic Commercial District in the event of a boundary increase.



Figure 39. 415 4th St. facing northeast. M. Carpenter 12/4/2016.

It is a one story, gable end storehouse with corrugated metal siding and roof. Elevated on wood foundation. Wood door on north elevation facing railroad tracks. Two rectangular, double-hung, one-over-one windows on east and west elevations with. South elevation has a roof which extends over a recessed porch or loading dock. Two double hung windows on southwest elevation to the west of porch.

Eligible: 324 St. Joseph St., PN00000935

This building was constructed in 1941 and is a very good example of early 1940s commercial office building. In addition, the building also served as a business training school for returning servicemen and women after WWII. A determination of eligible for listing in the National Register of Historic Places is recommended under Criteria A and C.



Figure 40. 324 St. Joseph St. facing northeast. B. Moloney 1/11/2017.

Two story rectangular commercial building oriented lengthwise generally north-south. Primary elevation faces south to St. Joseph Street. Flat roof with stepped parapet exterior wall on west and east elevations. Art Deco influenced false and are circa 1940s aluminum cased units with segmented upper panes. Aluminum multi-pane storefront windows also appear original. Served as the National Business College in 1940s and 1950s. Noted on 1948 Sanborn Fire Insurance map as having an auto parts store on first floor and business school on second. in southeast corner, the left providing store access and the right access to upper floor. Single story square, concrete block, not contributing addition built in 1960 extends from main body of building on east elevation.

Eligible: 402 Kansas City St., PN00000715

This building was originally surveyed and determined eligible in 2007. It was determined eligible under Criteria B and C for its association with prominent South Dakota architect Harold Spitznagel and its design. At the time, surveyor Michelle Dennis described the building as “one (plus) stories with basement; yellow brick exterior cladding; concrete foundation; asphalt shingles on gabled roof; bell tower (SE corner) with wood shingled steeple; religious iconography in brick relief (south elevation); granite steps; additions to north and west elevations; some windows replaced.”

No changes were noted to the building. It retains a high degree of integrity and is in good condition. Built in 1947, Trinity Lutheran Church is a unique and elegant expression of Mid-Century liturgical architecture in Rapid City



*Figure 41. Trinity Lutheran Church at 402 Kansas City Street facing northwest. B. Moloney
12/02/2016.*

Eligible: 30 Main St., PN00000717

This building was designed by local architectural firm Ewing & Forrette and built by M.A Garland Construction for \$128,118 in 1955. The building displays characteristics of multiple important architectural trends from the first half of the 20th-Century. The cantilevered roof with wide eaves and alternating red and yellow brick courses give the building a horizontal aspect reminiscent of the Prairie style while the regular window placement and lack of ornamentation reflect Modernist or International influences. The building is a unique local expression of these design influences and is therefore recommended eligible for the National Register of Historic Places. The addition to the west elevation of the building is compatible with the original structure and is easy to differentiate and does not compromise the overall historical integrity of the building.



Figure 42. 30 Main St. facing north. B. Moloney 12/7/2017.

Eligible: 3 Main St., PN00000936

This is a good example of a 1950s-era service station and garage and is recommended eligible for the NRHP under Criteria C. Before a nomination could proceed, a 1950s-commercial context should be developed in order to understand the building's larger place in the development of Rapid City.

Largest portion of the building is two vehicle repair bays with concrete block walls and appear original. Former person entry door on east side has been converted to a window. This entry was surrounded by a brick veneer, while the remainder of the wall is painted concrete block. A slit window with paired side by side units is in the southeast corner. Several cracks are forming in the mortar seam between blocks. The sales floor portion of the building, in the northeast corner, is made of brick and is about five feet shorter than the rest of the building. It has large pane aluminum frame show windows on both the east and north sides. The person entry door on the north side, and is an aluminum cased glass unit with a light above. The cornice of the sales floor extends about three feet from the wall and has a slanted facia with a checkerboard design reminiscent of a diner from the 1950s era. A narrow horizontal billboard type sign sits atop the roof of the sales floor. The western portion of the building is another two vehicle maintenance doors that also appear original. All four vehicle entry doors have six windows in in the center.



Figure 43. 3 Main St. facing southwest. B. Moloney 12/7/2016.

Eligible: 426 St. Joseph St., PN00000929

The Stockgrower's Association building is eligible for the National Register based on both Criterion A and C. The South Dakota Stockgrower's Association has played a significant role in the economic and cultural development of Rapid City, the Black Hills, the state and the west. In addition to the building's association with this important organization, the Stockgrower's Building is a unique and tempered expression of Mid Century Modern design aesthetics in the Midwest and an icon of community identity.



Figure 44. 426 St. Joseph St. facing northeast. B. Moloney 12/2/2016.

The building is a two-story rectangular commercial block building with Mid-Century Modern decorative elements on its southwest, street-facing facade. There is a recessed marble entry with glass wall windows and doors set in brushed aluminum frames on the southwest elevation. Separate entrance for second story walk up on west side of south west facing façade. Name of organization is centrally set above entry in brushed aluminum characters. 'SOUTH DAKOTA' is smaller, all caps in serif script and set into the brick wall. 'STOCKGROWER'S ASSOCIATION' is placed on the marble, extends nearly the full width of building, and is composed of stylized sans serif script in all caps. A small, two-part bronzed *brise soleil* perforated metal screen is centrally placed on the second story of the street-facing, southwest façade possibly obscuring a window. A two-story scenic neon sign depicting a cowboy on a horse and displaying the organization's name is mounted to the roof at the south end of the building. The sign is oriented north-south. A street light possibly dating from the same period as the building is immediately adjacent to the southwest corner of the building. There are four single light square windows on the second story of the northeast facing façade. Three smaller square windows with 1 by 1 replacement frames are on the first floor of the same façade.

Eligible: 230 Main St., PN00000934

Property records indicate this building was constructed in 1957. The building is in excellent condition. Modifications to the structure have not compromised the overall integrity of the structure and are generally in keeping with its character. It is a unique local vernacular expression of Midcentury Modern storefront architecture in Rapid City and reflects the area's commercial and economic development in the postwar period. It is therefore of local significance and recommended eligible for the National Register of Historic Places under Criteria A and C. Before nomination could proceed, a 1950s-commercial context would need to be developed in order to more fully understand the building's place within Rapid City's history.



Figure 45. 230 Main St., facing north. B. Moloney 12/2/2016.

It is a one story rectangular commercial building oriented lengthwise generally north south with a garage ell on its northern extent. Building is concrete block faced in bright orange brick on the south and west elevations set in a running or stretcher bond. Brick possibly originated from the Black Hills Clay Products Plant in Belle Fouche. Parapet wall extends exterior wall around south most portion of building around the storefront. Primary entrance to storefront is located on clipped southwest corner of main body of building. Plate glass display windows in aluminum frames line south wall and wrap around clipped corner. Cabled marquee awning extends over entrance and full length of windows. Entry door is plate glass with glass window surrounds. Two secondary entry doors on west elevation north of main entrance, two twinned double-hung, one over one windows with concrete sills flank north most door; all replacements. Security door with transom and twinned double hung, one over one window on south elevation of ell. Service door on west elevation of ell.

Not Eligible

Those structures within the survey area recommended not eligible for the National Register of Historic Places were determined to be so based on loss of integrity or their failure to meet one of the criteria for listing despite their age. In total, 45 buildings were recommended not eligible. Full descriptions of these not-eligible buildings can be found on each building's structure form, available at the South Dakota State Historic Preservation Office or the Rapid City Planning and Development Office. As mentioned previously, structures within the survey area not fifty years of age or older were not assessed nor was a structure form for these buildings completed. One building, the former IOOF Hall at 230 Main Street (PN00000934) had been previously surveyed and determined eligible. The historical integrity of the building had been compromised by alterations and was determine to be no longer eligible for listing.



Figure 46. 429 Kansas City St. facing southwest. B. Moloney 12/2/2016.



Figure 47. View of IOOF Hall front elevation before addition. (Rapid City 1995).

Recommendations

Many avenues exist wherein the Rapid City Planning Department, the Historic Preservation Commission, the East of 5th group, and other entities can integrate historic preservation in to development plans for the survey area. While a historic district designation is not presently recommended, individual National Register nominations for those 10 properties inventoried and recommended eligible is. Designation allows for recognition of the unique architectural and cultural assets present within the survey area and may allow property owners and the City to take advantage of tax credits, Certified Local Government funds, or grant opportunities.

Before nominations for the eligible buildings within the survey area can proceed, it is recommended that a 1950s-commercial historic context be developed for the city of Rapid City in order to fully flesh out the place of the architecture of East of 5th within a larger story. In addition, further research on Rapid City architect James Ewing and his partner at Ewing and Forrette is also recommended in order to understand their role in architectural development within the state.

There are many prospects for education and public programming within the survey area as well. This could include conducting workshops with building owners on repairing their buildings in accordance with the Secretary of the Interior's Standards for Rehabilitation. Additional education with property owners on how to document and research the history of their buildings could be provided. Interpretive signage and interactive apps could be developed which would allow those interested in the history of the area to learn more. Development of a coloring or activity book of significant architecture within the survey area in collaboration with local educators might also encourage appreciation of Rapid City's unique architectural assets in younger generations.

In addition to these educational efforts, promotion of the survey area's architecture and history to locals and tourists could be done through a series of events which directly reference and honor the history of the area's buildings. This could include car shows, stock parades, a rail history conference, sock hops, and many other themed events. Development of a "value added" walking tour in collaboration with local business owners might also be fruitful. Instead of the classic walking tour model where participants are led by a single tour guide, value added tours involve businesses in the area staying open later than usual, and providing refreshments and entertainment which might include an art show, music, or a historical demonstration. Tour participants are usually self-led which allows them to continue through the tour and learn at their own pace. Information on historic architecture might be conveyed through flyers, interpretive posters at each location, or roving docents. This type of walking tour not only engages those interested in local architecture but allows small businesses to interact with a new cross section of potential customers.

It is notable that none of the listed or recommended eligible buildings within the East of 5th area have been recorded as part of the Historic American Building Survey (HABS) or the Historic American Engineering Record (HAER). These programs began in the 1930s as part of the New Deal and seek to document historic properties photographically and graphically through the preparation of floor plans, measured drawings, and archival quality photographic prints. Some of the historic buildings within Rapid City's historic core have been recorded and those records are now housed at the Library of Congress. Initiating HABS/HAER recording of listed or eligible buildings within the survey area would create a permanent record of the Rapid City's architectural history. Once completed, these records would be housed in state and federal repositories but might also form the basis for the establishment of a local architectural archive. This archive might also include oral history accounts, building records, and blueprints which would aid local researchers and building owners in research and stewardship of older buildings.

In addition to HABS/HAER documentation, more in-depth histories of buildings and lots within the district is recommended. The intention of the present survey was to provide a broad overview of the architectural development of the area and snapshot of the present conditions, not to write a comprehensive history. More in depth research might involve examination of US Census records, city directories, and even archeological excavation. This type of research might reveal valuable information on the development of the area which can be leveraged for educational and developmental purposes.

Lastly, several strategic planning methods might be employed to encourage development and protect historic resources within the survey area. Chief among these is the development of design guidelines within the innovation district, a process which is already underway. Design guidelines may include infill and adaptive reuse strategies which are consistent with historic uses, styles, scale and massing. Mixed use new builds within the survey area are recommended as are those with a street-facing orientation. Empty lots and large setbacks should be minimized. Design guidelines should be considered not as a mode of regulating development but as a way of encouraging a vibrant and interesting sense of place.

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