1361

NPS Form 10-900
(Rev. 10/90)

OMB No. 1024-0018

RECEIVED 413
OCT 25 1994
INTERAGENCY RESOURCES DIVISION
NATIONAL PARK SERVICE

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name East Side Downtown Historic District

other names/site number N/A

2. Location

street & number roughly including the 200 and 300 blocks East Center, 100 block North Second and 100 block South Second — N/A not for publication

city or town Pocatello — N/A vicinity

state Idaho code ID county Bannock code 005 zip code 83201

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination ___request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets ___does not meet the National Register criteria. I recommend that this property be considered significant __nationally __statewide X locally. (___ See continuation sheet for additional comments.)

Signature of certifying official — Date 20 OCT 94

John R. Hill, State Historic Preservation Officer
State or Federal agency and bureau

In my opinion, the property X meets ___does not meet the National Register criteria. (___ See continuation sheet for additional comments.)

Signature of commenting or other official — Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby, certify that this property is:

✓ entered in the National Register.
___ See continuation sheet
___ determined eligible for the National Register. ___ See continuation sheet
___ determined not eligible for the National Register.
___ removed from the National Register.
___ other, (explain:) _____

Edson A. Beall — 11-25-94

Entered in the National Register

for Signature of Keeper — Date of Action

5. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
X private	___ building(s)	12	4 buildings
___ public-local	X district	___	___ sites
___ public-State	___ site	___	___ structures
___ public-Federal	___ structure	___	___ objects
	___ object	12	4 Total

Name of related multiple property listing: N/A

No. of contributing resources previously listed in the National Register: 0

6. Functions or Use

Historic Functions (Enter categories from instructions.)

Cat:	Sub:
DOMESTIC	hotel
COMMERCE/TRADE	business
COMMERCE/TRADE	financial institution
COMMERCE/TRADE	speciality store
COMMERCE/TRADE	department store
COMMERCE/TRADE	restaurant
GOVERNMENT	city hall
RECREATION AND CULTURE	theater
AGRICULTURE/SUBSISTENCE	processing

Current Functions (Enter categories from instructions.)

Cat:	Sub:
DOMESTIC	hotel
COMMERCE/TRADE	business
COMMERCE/TRADE	speciality store
COMMERCE/TRADE	restaurant

7. Description

Architectural Classification
(Enter categories from instructions.)

Renaissance Revival

Art Deco

Materials
(Enter categories from instructions.)

foundation stone, concrete

walls brick, terra cotta, stone, concrete, ceramic tile

roof unknown

other N/A

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

X A Property is associated with events that have made a significant contribution to the broad patterns of our history.

___ B Property is associated with the lives of persons significant in our past.

X C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

___ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations (Mark "x" in all the boxes that apply.) N/A

___ A owned by a religious institution or used for religious purposes.

___ B removed from its original location.

___ C a birthplace or a 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.)	Period of Significance	Significant Dates
architecture	1900-1940	1900, 1912,
commerce		1915, 1935,
ethnic heritage/Asian, black, European		1938
politics/government		

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Paradice, Frank H., Jr.; Mathers, Alex

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

___ preliminary determination of individual listing (36 CFR 67) has been requested

___ previously listed in the National Register

___ previously determined eligible by the National Register

___ designated a National Historic Landmark

___ recorded by Historic American Buildings Survey # _____

___ recorded by Historic American Engineering Record # _____

Primary location of additional data:

___ State Historic Preservation Office

___ Other State agency

___ Federal agency

X Local government

___ University

___ Other

Specify repository:

City of Pocatello

10. Geographical Data

Acreage of property approx. 6 acres

UTM References

	Zone	Easting	Northing		Zone	Easting	Northing
1	1/2	3/8/1/8/7/0	4/7/4/6/2/8/0	3	/	/ / / / /	/ / / / / /
2	/	/ / / / /	/ / / / / /	4	/	/ / / / /	/ / / / / /

___ See continuation sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Jennifer Eastman Attebery/Kathleen Lacey/consultants

organization N/A date 15 June 1994

street & number 551 So. Sixth/5056 Bannock Hwy. telephone (208)233-8360/(208)232-0602

city or town Pocatello state Idaho zip code 83201/83204

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items.)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

The East Side Downtown Historic District is a commercial area of Pocatello just east of the Union Pacific railroad tracks and the 1935 automobile subway that runs under the tracks to connect this area with the West Side commercial area via Center Street. The district stretches nearly two blocks along East Center Street and includes a one-block area north along North 2nd and a half-block area south along South 2nd. The district includes twelve contributory properties dating from the period 1900-1940 and four noncontributory buildings. The district buildings form a unified commercial streetscape along East Center and Second streets, with a consistent setback behind concrete sidewalks and only two parking lots separating buildings (the sites of the former Pocatello House hotel, west of site 7, and the Commercial Hotel, between sites 9 and 10). The 1915 Church-White Building (site 13) is a focal point in the district as a result of its central location and its architectural integrity and interest.

With the exception of the loss of the Pocatello House and the Commercial Hotel and the addition of sites 4, 14, and 15, the district closely resembles its appearance on the eve of American involvement in World War II. Most buildings are one- or two-part commercial blocks with storefronts at the street level and offices, rooms, or merchandise in the upper levels. The predominant material is pressed brick and the predominant architectural style, Renaissance Revival. Those storefronts that are not masked with newer materials and infill have large plate-glass display windows with multiple lights above and kickplates below. Art Deco style appears as an overlay in the district in late 1930s remodelings, as with buildings 1 and 9. Recent work in the area was funded with tax increment financing; this included new curbs and gutters, streetlights compatible with the area's historic character, and exterior painting. As a result of this recent work, the district buildings appear to be in good condition.

Surrounding the district is additional commercial development either dating from the district's period of significance but considerably altered in appearance or dating from post-World War II expansion of the commercial area after a hiatus beginning about 1940 and ending about 1946. Because the district boundaries are based on the historic integrity of buildings and on the fifty-year cutoff for significance, the district could possibly be expanded with future resurveys of surrounding areas.

Inventory:

1. Auditorium Opera House, 237 E. Center
   contributory
   1900/1939

This is a two-story brick building with stucco applied to its front wall. Art Deco style is suggested by the outset piers which punctuate the front wall and by the outset pier with multiple setbacks which is centered over the entrance. These Art Deco features date from a 1939 remodeling of the building. After that remodeling, the building sustained a fire, and the third story was removed.

The front wall was stuccoed in 1944. The 1900 appearance of the building, which was Italianate, is suggested in its side wall along the alley between 1st and 2nd streets. The storefront is plate glass and the inset entrance is centered.

This building was constructed in 1900 as the Auditorium Opera House, replacing an earlier opera house on this location which had burned in October of 1899. (The earlier building was an 1893 reconstruction of an even earlier opera house which had suffered a fire.) The Auditorium building offered road shows, local amateur shows, vaudeville, and films. After 1929 the theater showed mostly films, and during its final years it was affiliated with Paramount and Roxy. After the 1939 fire, the building was converted to use as a furniture store. By 1944 the current occupant, Southeast Idaho Furniture, was located in the building.

2. Citizen's Bank, 247 E. Center
   non-contributory
   1902-07

This is a one-story brick building with a recent wood facade masking its historic fabric. The larger section of the building, to the west, was built between 1902 and 1907. Between 1907 and 1915 a narrow one-story brick store was constructed east of the bank. This store later became part of the bank building. The building's new facade is designed to create the impression of Chinese architecture, appropriate to the current tenant, Shanghai Chinese Food.

The building originally housed the Citizen's Bank, which was established by a Greek emigrant, William A. Anthes. The bank remained at this location until 1921, relocating to the Church-White Building. It stayed in business until 1931. After Anthes' death, his sister Ina Anthes became one of the few women bank presidents in the nation.

In 1922 a Chinese restaurant located in the building. This business was purchased ca. 1932 by Jimmy Hong, a Chinese entrepreneur who had previously built commercial buildings on the West side, including the Crow Hotel (later Benson), and whose father had established early East side businesses.

3. McNichols Building, 251 E. Center
   contributory
   1915

This is a three-story brick commercial block with a brick veneer in two contrasting colors (red and buff). The building's Renaissance Revival style is suggested in a protruding, modillioned cornice and in outset brick courses arranged to create heraldic-like devices on either side of the parapet and

column-like courses at the building's corners. The storefront is radically remodeled with a modern awning, wood siding, and small single-pane windows.

Although the date on the parapet of this building reads 1913, and it is possible that the building was under construction during that year, the building was completed in 1915, when the Pocatello Tribune reported that tenants were moving in (19 November 1915). The building was constructed by Alex Mathers, a local contractor who also built a number of West side commercial buildings and the Church-White Building. Early tenants in the office levels included architect Anthony McSweeney, dentist A.M. Jacobsen, and chiropractor R.D. Sawtell. The storefront was occupied by a Chinese restaurant, the W.L. Peterson Book and Supply Co., and, over time, by a bakery, cigar store, appliance and sporting good store, gift shop, and bar. Between 1927 and 1960 the Center Hotel was located in the upper floors.

4. Harrison furniture, 259 E. Center
   non-contributory
   1949-53

This is a plain one-story commercial building with a ceramic tile facade. The building was constructed sometime after 1949, when Polk directories show this location vacant, and before 1953, when Harrison's furniture appears at this address. (Sanborn maps confirm that the property was vacant in 1948, although there had been earlier frame commercial buildings on this lot.) The building later served as a location for Rhodes Railroad Salvage (1955) and Intermountain Gas (1960). Since 1980 it has housed KWIK radio.

5. Elkhorn Creamery, 128 South 2nd
   contributory
   ca. 1914/1915

This is a two-story commercial block in which ornamentation is restricted to outset brick courses outlining the second-floor window openings and creating cornice-like moldings near the roofline. The original outset, denticulated cornice has been removed. On both floors, window and door openings have been remodeled, but the building retains enough historic fabric to convey a sense of its association with the development of the East side commercial area.

The building was constructed as a one-story structure ca. 1914, when the Elkhorn Livestock and Dairy Company (a dairy southeast of Pocatello) moved its city offices from the West side of town to this location. In 1915 the building was expanded to two stories and by 1921 the business had moved into the store next door as well (site 6). The building continued in use as a creamery through the 1920s. By 1948 it was in use as a furniture store and factory.

6. Elkhorn Creamery office, 128 South 2nd
contributory
1907-15

This is a one-story brick commercial building with modest ornamentation provided by outset brick courses forming piers at the building's corners and forming cornice-like moldings above the storefront. The storefront has had some remodeling of door and windows but is in keeping with early twentieth century storefront configurations.

The building was constructed between 1907 and 1915 and served as an office and restaurant. By 1921 it had become the office for the neighboring Elkhorn Creamery (site 5). By 1948 it housed an upholsterer's shop.

7. Wise Frame-Sam's Loan-Just Desserts, 309/321/327 E. Center
contributory
1915-21

This is a one-story brick commercial building with a very plain brick facade. Side walls are stepped down toward the rear of the building and have segmentally-arched windows. The building has recently acquired a new awning and has been painted with horizontal bands, a unifying motif adopted by the East side merchants in rehabilitation that also included interior work. The exterior work was assisted by tax increment financing. The building is divided into three storefronts, which retain the character, if not the materials, of early twentieth-century storefronts.

This building was erected between 1915 and 1921. In the 1920s it provided space for a confectionary, The Louvre Cafe, Peck's bookstore, and a meat/grocery store. Ford's drugstore was another long-time occupant, through the 1930s and 1940s.

8. Cacavas, George, grocery, 331/333/335 E. Center
contributory
1907-15/ca. 1921-23

This is a one-story brick building with a pressed-brick veneer on the front and part of the side walls. The brick, which was originally red, has been painted white. A decorative cornice features U-shaped caps over the east and west storefronts.

The oldest section of this building, built between 1907 and 1915, is at 335 E. Center. In ca. 1921-23 the west section of the building was added by George Cacavas when he established his grocery at 331 E. Center. The remodeling that created a unified facade appears to date from Cacavas's occupancy, which extended until 1937. Other early businesses in the building were the Zweigert

Packing Company (1927), Washington Market (1934-35), Elmer's Sea Food (beginning 1936), and the Rendezvous Club.

9. City Building and Shop, 210 E. Center
contributory
1915-21/1938 (office building), ca. 1940 (auto repair shop)

The office building is a one-story brick building with a terra cotta facade along the street elevations (First and Center). Art Deco style is apparent in foliate and geometric designs cast in the terra cotta cornice and string course over the storefronts and in the fluted column-like outsets which punctuate the facade. The storefront configuration is mostly intact, as are multi-light upper storefront lights. The sidewalk canopy is an addition.

The auto repair shop is a one-story brick and concrete block structure with a stepped parapet wall on the east exposure. The northern part of the building was added sometime between 1948 and 1963. Overhead doors appear to be additions into original doorways. Multi-light windows appear to be original.

In 1907 one-story frame and brick commercial buildings existed on the office building location. By 1921 the area was filled by one-story brick buildings. Until 1938 these buildings housed a variety of businesses, including Jewish entrepreneur Nate Block's clothing store. In 1938 the buildings were acquired by the City of Pocatello and remodeled into a city office building using PWA/WPA monies and an architectural design by Frank H. Paradice, Jr. Associated with the 1938 remodeling were a number of city shops located north of the building. The sole remaining shop building is the auto repair shop.

10. Idello Hotel, 246/250/252 E. Center
contributory
1907-15/1919-21

This is a three-story brick building with outset courses above the third-story windows suggesting a denticulated cornice. Second and third story windows are one-over-one double-hung sash; they are set in pairs spaced evenly across the Second and Center facades. On the first floor storefronts are remodeled, but the brick piers between storefronts are intact.

This building first appears on the 1915 Sanborn map as a one-story brick building. Storefronts on East Center and South 2nd housed a barbershop, poolhall, drugstore, and dentist's office. By 1921 two stories had been added, and the building also served as a hotel. The Idello Hotel was run by Jas. B. Perkins (1921), who also had the Perkins Hotel, a rooming house at South 2nd and Lewis,

and two second-hand stores. By 1922 the hotel had changed management, and Tom Peponas was running it. Other commercial uses included a Japanese goods store (1921), cigar store, ice cream parlor, cafe, bar, and offices. In ca. 1914-16 Nate Block and Mel Morgan, two early Jewish immigrants, ran a clothing retail store at 250 E. Center, apparently in the original one-story building. Perhaps the longest term of operation in the historic district was that of Sam's Loan and Jewelry, established by Sam Engbar, a Jewish Russian immigrant, in 1920 and sold in ca. 1980 to a second owner who still maintains the business at site 7. Thus, this building is associated with the Greek, Japanese, and Jewish communities in Pocatello.

11. Howard's Garage, 129 North 2nd
contributory
1923-25

This is a very plain one-story brick commercial building in which the main decorative features are outset brick courses which form wide piers dividing the front into three bays. Store windows are large plate glass and may be original or early. The gabled canopy over the offset entry is a recent addition, as is the painted stripe which wraps around the building and has been adopted as a unifying theme by East side merchants.

The building was constructed between 1923 and 1925, when Howard's Garage appears at this address in Polk Directories. By 1929 the garage was under new management as the Bus Terminal Garage. Currently it serves as a furniture store under the name Fields Furniture.

12. Pocatello Auto and Garage Company, 151 North 2nd
contributory
1911-13

This is a one-story brick building with a centered, round-arched entry on South 2nd, flanked by large plate-glass windows. The storefront configuration and materials are either original or early. The building has been painted with the horizontal stripe motif that has been adopted by East side merchants as a unifying theme.

This building was constructed between 1911 and 1913 and first served as the Pocatello Auto and Garage Company, E.W. Moomey, President and Manager. Moomey's business continued in Pocatello, under various names, and boasted "The Most Complete Plant in Southern Idaho," offering taxicab service, auto repairs and supplies, vulcanizing, and welding. In 1916 or 1917 he moved from this location, and the garage went through several managements until Shaw Auto Company took over the building in 1926 or 1927. The Shaw business had been established in 1919

by R.E. Shaw at another East side location. The business continued at this location through the 1920s and 1930s.

13. Church-White Building, 302/308/310/318/322/326 E. Center and 110/120 North 2nd
contributory
1915

The Church-White Building is a two-story buff-colored brick commercial block with storefronts along East Center and North 2nd. The second-story facade features wood-frame one-over-one double-hung sash windows and an outset, denticulated and modillioned cornice with geometric ornamentation reminiscent of heraldic devices. On the lower story, brickwork forms piers either side of plate-glass windows. Some of the multi-light windows above the 2nd Street storefronts have been covered or replaced. There is an entrance for the second-story rooms in the middle of the Center Street facade. Storefront configuration and materials appear to be original or early. The configuration conforms closely with that depicted in the architect's elevation drawing.

The Church-White Building was designed by Pocatello architect Frank H. Paradice, Jr., and was under construction in the autumn of 1915 by Alex Mathers, a local contractor who was also responsible for the Kane, Fargo Apartment, and McNichols buildings. The Citizens Bank moved from E. Center to the corner storefront of this building. The People's Market opened in 1918 in the 326 East Center storefront. From the 1920s and up until 1975 the building housed the Tourraine Hotel on the second floor. The Mikado Pool Hall and Barbershop, a business serving the Japanese community, was located in the 112 North 2nd storefront during the 1920s. The City of Pocatello rented office space in the building during Charles A. Brown's term as mayor in 1933-35. During the 1940s the building became known as the Nixon Building, after Samuel Nixon, a Pocatello entrepreneur who purchased the building during the Great Depression and owned it into the 1950s. The building still serves several uses; there are sleeping rooms and offices on the second story and a restaurant, music studio, and shops on the first floor.

14. China Kitchen building, 128/124 North 2nd
non-contributory
1949-53

This is a very plain two-story concrete block commercial building with brick veneer on its front wall. Windows in the second story appear to be wood frame one-over-one double-hung sash with aluminum frame storms. They are spaced to create a bilaterally symmetrical facade, with doubled windows in the central bay. Plate glass store front windows and upper lights appear to be intact.

This building was constructed between 1949 and 1953. Its early tenants included the China Kitchen restaurant at 130 North 2nd. The upper story was and still is apartments.

15. Bush Motor Company, 146/138 North 2nd
non-contributory
1946-48

This is a one-story brick building divided into two store fronts with outset brick bands demarking each. The southern-most storefront has been altered, but its garage door remains intact. The northern-most storefront is early or original, retaining a centered, inset door, and plate glass windows topped with a band of smaller windows.

This building was constructed between 1946 and 1948, when the Bush Motor Company appeared at this location. It replaced a small frame building that, from as early as 1907 and up until 1941, housed a Chinese grocery. The property was associated with Lee Sue, Hong Wing, and Hanley and Henry Hong, according to Polk directories.

16. Universal Garage, 152 North 2nd
contributory
1925-27

This is a one-story concrete block building with brick veneer. Its outset brickwork creates column-like forms demarking three bays across the front of the building. Stepped brick courses above the storefronts suggest a cornice. The storefronts have been altered, but the building's brickwork conveys a sense of its era.

The building was constructed between 1925 and 1927 as an automotive garage. The first occupant was Universal Garage. By 1932 the Shaw Garage (site 10) had expanded its operation to include a parts department in this building. Shaw Auto Parts Company continued at this location until 1950, when it moved to First and Gould.

The East Side Downtown Historic District is historically significant under Criterion A for its association with Pocatello's several ethnic communities, for its association with Pocatello's development into a major commercial center in southeast Idaho, and for its association with the development of local government. The district is significant under Criterion C as a nearly intact commercial streetscape from the period 1900-1940 and for its representation of local styles and types of architecture from that period. The district also includes two buildings representative of the work of Pocatello architect Frank H. Paradice, Jr., and one building associated with the PWA/WPA's programs to fund local construction. Significant dates associated with the district include date of construction of the Auditorium Opera House (1900), date of completion of the viaduct connecting East and West sides of Pocatello's commercial area, date of construction of the Church-White and McNichols buildings (1915), date of construction of a subway replacing the viaduct (1935), and date of remodeling of the commercial buildings at Center and 1st North into a PWA/WPA-funded city building (1938).

Ethnic Heritage

The East Side Downtown and nearby residential area to the north (in the triangular area roughly bounded by Clark, Seventh, and the railroad tracks) developed into a multi-ethnic neighborhood beginning as early as 1885, when "Chinese quarters" can be documented in the area of the East Side Downtown Historic District (Wrigley fig. 14). As Pocatello developed into a major railroad junction, between the Oregon Short Line and the Utah and Northern lines, railroad work attracted numerous ethnic groups, including first-generation immigrants, to the city. As early as the 1890s, African-Americans, Greeks, Italians, and Japanese came to Pocatello to work for the railroad.

Alongside the ethnic neighborhood in the triangle an ethnic subeconomy developed to serve the immigrants. The East Side Downtown served these communities with specialized grocery stores and a few ethnically-specific clubs, services, and lodging houses, such as the Manila House (lodgings), the Mikado pool hall and barber shop, a Greek club room on E. Center, and a "colored" social club on E. Lander. Ethnic businesses flourished in the early development of the area and remained important at least into the 1930s. There are traces today of the area's association with ethnic groups in the Cacavas grocery (site 8), Idello Hotel (site 10), and Church-White Building (site 13; see the inventory in part 7 for a detailed account of these buildings' ethnic associations).

By 1940 the portion of the triangle most densely settled by African-Americans had come to be seen as "the most undesirable residential area in the city," having "many poor quality houses and vacant lots" (Wrigley 31). This attitude toward the area fueled post-World War II efforts by the Pocatello Housing Authority and the Chamber of Commerce to clear the area for commercial investment. With a large portion of the former ethnic residential neighborhood demolished and/or rebuilt for commercial use, the East Side Downtown Historic District is one of the remnants that survives to document that community's part in Pocatello history.

Commercial Development

Pocatello was established in 1882 as a division point for the Oregon Short Line railroad. Its development into a major commercial center for southeast Idaho can be attributed to its location at the junction of that line and the Utah and Northern railroad, which brought trains through the Portneuf Valley from Utah to Montana. For its first years the small junction was restricted to a narrow strip of land in the right of way through the Fort Hall Indian Reservation that had been granted the Oregon Short Line. In 1887, under pressure from encroachers, the Shoshone-Bannock agreed to sell the U.S. government land for a townsite, considerably expanding the land available for construction.

The East Side commercial area was at the eastern edge of the original right-of-way for Pocatello Junction. Its development as the earliest commercial center for the town was a natural result of the railroad's establishing the Pacific Hotel, a combination depot and hotel, east of the tracks and centered over the current-day location of Center Street. Opposite the Pacific Hotel on Front Street (now 1st North and South), Pocatello's first commercial streetscape developed as a series of frame buildings with storefronts facing the railroad tracks. East Center, as the axial street to the depot/hotel, developed next, and by the 1890s commercial development had also begun on Center west of the tracks. West Center and the area around it eventually became the main Pocatello downtown, while the East Side experienced development more slowly and in a series of phases connected with ethnic settlement (see above), with development in response to economic expansion and construction in 1912 of a vehicular and pedestrian viaduct over the railroad tracks (replaced by a more accessible auto subway in 1935), with development of a market for automobiles during the period 1910-1930, and with location of city and county offices on the East Side (see below).

In the decades between 1900 and 1920 the population of Pocatello nearly quadrupled. A large part of the land on the southern half of the Fort Hall Indian Reservation was opened to settlement by non-Indians, and Carey and Newlands Reclamation Act projects in south-central Idaho and north of Pocatello along the Upper Snake River attracted newcomers to Idaho. The subsequent increase in freight and passenger traffic through Pocatello created a local economic boom. The East Side of Pocatello participated in this economic boom, but much of the current streetscape developed in the latter half of the period, after the viaduct created one of the few links between west and east Pocatello. Before 1912 the East Side had only a few brick buildings, most of which have been demolished. Survivors from this period include the Auditorium Opera House (site 1), built 1900, which provided Pocatelloans with a place to see road shows, vaudeville, and local amateur productions (and later, films), and the Citizen's Bank, built 1902-07 (site 2). During the period 1912-1921 the area received its most substantial and stylish buildings, constructed to provide office space as well as storefronts. Those surviving to represent this commercial expansion include the Elkhorn Creamery (sites 5 and 6), Pocatello Auto (site 12), the McNichols Building (site 3), the

Church-White Building (site 13), the stores eventually remodeled into the City Building (site 9), the stores in sites 7 and 8, and the Idello Hotel expansion (site 10).

The East Side had a subsequent phase of development with the new availability of automobiles beginning locally around 1910. Because the area was close to the Yellowstone Highway (Fifth street) and because it had more vacant lots than the West Side commercial district, the East Side was a natural location for automobile garages and dealerships. As early as 1911, with construction of the Pocatello Auto shop (site 12), garages were located here, but the real period of garage construction came in the 1920s. Howard's Garage (site 11) and the Universal Garage (site 16) represent this new use of the area and the impact auto travel began to have on the commercial streetscape during this era.

Governmental Development

The development of the East Side as a location for governmental agencies and offices began as early as 1902-07, when the police station was located on the East Side just south of the present historic district and in a block otherwise occupied by houses of prostitution. City and county governmental buildings continued to locate in the area, creating a sense of the area as a governmental center (a trend that continues today with the location of city, county, and federal offices on the East Side within a one-mile distance along Yellowstone Highway). In 1912 city offices were located under the viaduct on the East Side. Later, the city occupied offices in the Church-White Building (site 13) and Bannock County Courthouse was built on E. Center. In 1938 the city used PWA/WPA monies to remodel a series of brick stores at Center and North 1st into a municipal building. That building and a related auto repair shop (site 9) remain as representatives of the long-time use of this area as a governmental center as well as a commercial one.

Architecture

The East Side Downtown Historic District presents a nearly intact commercial streetscape from the period 1900-1940. The district retains buildings on their original locations, with the consistent setback characteristic of the period. Many buildings present original or early storefront materials and configurations, and upper stories are mostly intact, giving the viewer a feeling of the district's historic associations from the presence of original fabric (brick, stone, concrete) and design elements (stepped brickwork, cornices, double-hung sash windows, terra cotta ornamentation).

The principle styles present in the district are Renaissance Revival, which was used extensively in Pocatello during the 1910s for commercial blocks, and Art Deco, which was used throughout southeast and south-central Idaho in both PWA/WPA and privately-funded projects, often for institutional buildings. Well-preserved examples of the local use of Renaissance Revival appear in sites 3, 10, and 13. An excellent example of Art Deco is site 9. Types of architecture present in

the district include the two-part commercial block (with upper stories used for offices or hotel rooms; present in sites 3, 10, and 13), and the one-part commercial block (present in sites 6, 16, 11, and 10). The latter type provides examples of how an earlier commercial form was adapted for a new use--the auto garage.

Two buildings in the district represent the work of a noteworthy Pocatello architect, Frank H. Paradice, Jr. Paradice was responsible for numerous local buildings, including many already listed in the National Register as part of the Pocatello Historic District (the West Side commercial area) and including the ISU Student Union Building. In his early work Paradice favored the Renaissance Revival style developed in a three-part Sullivanesque fashion. The Church-White Building (site 13) is a good example of this early work; in it one can view original materials on both office and storefront levels. The City Building (site 9) is a good example of Paradice's later work, in which he used terra cotta to create Art Deco style ornamentation along cornices and around doorways. This building is also associated with the PWA/WPA program, which provided monies for numerous construction and public works projects in Pocatello. In this project the Federal monies allowed the City to create its first full-fledged municipal building.

Attebery, Jennifer Eastman. Building Idaho. Moscow, Idaho: University of Idaho Press, 1991.

Averett, Richard A. "The History of the Auditorium Theatre in Pocatello, Idaho, from 1893 to 1939." M.A. thesis, Idaho State University, 1970.

Cuoio, Fred. Personal conversation. 2 June 1994.

"Firemen Lose Long Battle To Save Pocatello Theater." [Idaho State Journal]. 25 May 1939. Clipping on file at Bannock County Historical Society, Pocatello, Idaho.

Gittins, H. Leigh. Pocatello Portrait; The Early Years, 1878 to 1928. Moscow, Idaho: University Press of Idaho, 1983.

Golob, Margaret. Welcome Stranger. Pocatello, Idaho: n.p., 1 December 1948.

Historic Preservation files, City of Pocatello, Pocatello, Idaho.

"Idaho's First 100 Years." Pocatello: Idaho State Journal, [1990].

Kissane, Leedice. Pocatello Memories. Pocatello: Idaho State University Press, 1983.

Photograph collections on file at City of Pocatello, Bannock County Historical Society, and Idaho State University Archives, Eli M. Oboler Library, Pocatello, Idaho.

Pocatello Chamber of Commerce Collection, 1904-1965. Idaho State University Archives, Eli M. Oboler Library, Pocatello, Idaho.

(Pocatello) Idaho State Journal. 8 March 1976. Sec. A, p. 7.

(Pocatello) Idaho State Journal. Centennial Edition. 21 June 1982.

Pocatello: Idaho's Potential Metropolis. Pocatello Commercial Club, [1915].

(Pocatello) Tribune. 18 September 1915, 1 October 1915, 21 October 1915, 19 November 1915.

(Pocatello) Tribune-Journal. 10 July 1938, p. 2, col. 1-2.

Polk City directories. 1900-1953. Bannock County Historical Society, Pocatello, Idaho.

Sanborn-Perris Map Co. Pocatello maps. 1892, 1900, 1907, 1915, 1921, 1921 with 1948 pasteovers. Microfilm on deposit at Idaho State University Archives, Eli M. Oboler Library, Pocatello, Idaho.

Sanborn-Perris Map Co. Pocatello map. 1921 with ca. 1963 pasteovers. On deposit at City of Pocatello, Pocatello, Idaho.

Sanborn-Perris Map Co. Pocatello map. 1921. On deposit at Bannock County Historical Society, Pocatello, Idaho.

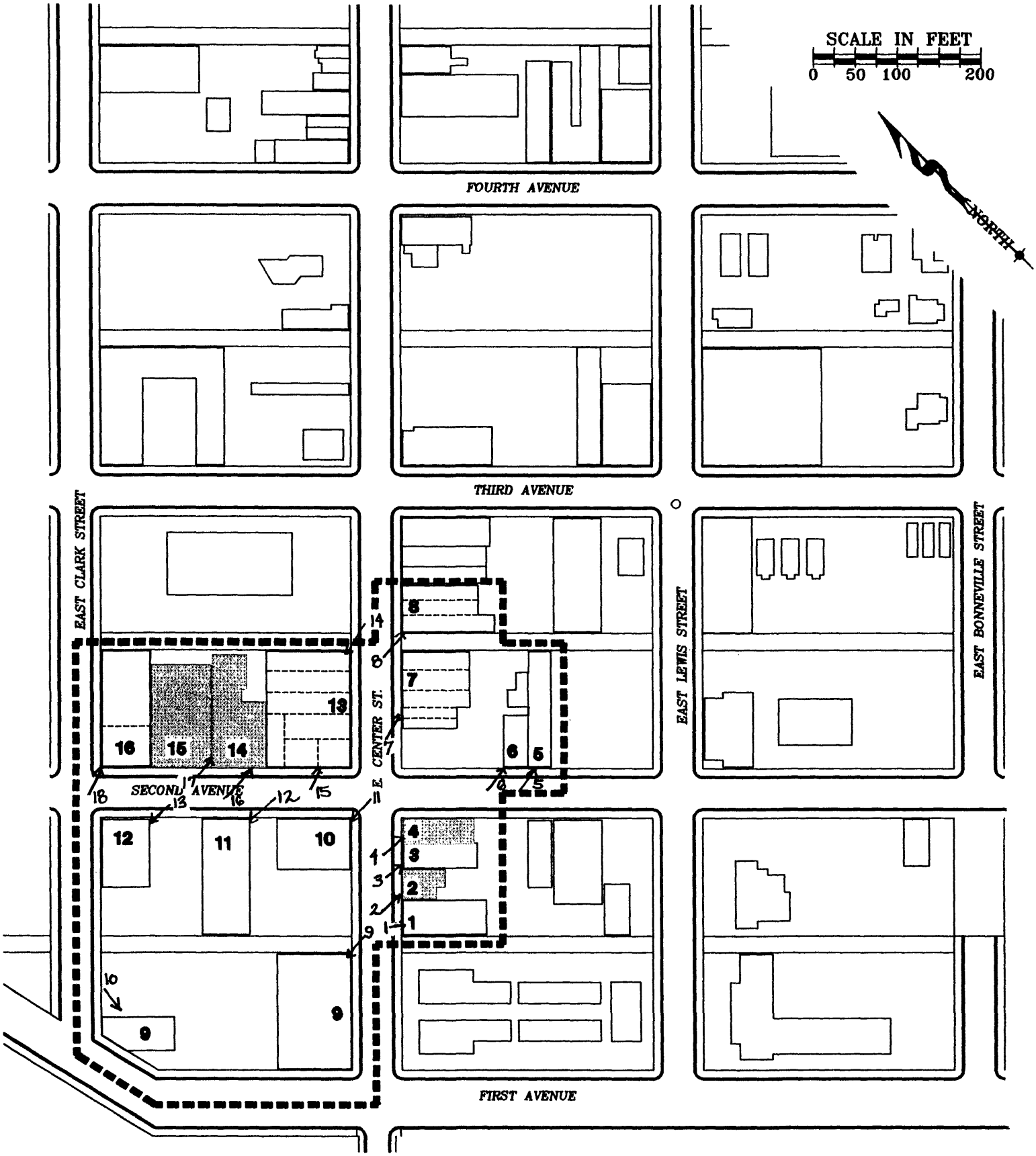
Wrigley, Robert. L., Jr. "The Occupational Structure of Pocatello, Idaho. Unpublished dissertation, University of Chicago, 1942.

VERBAL BOUNDARY DESCRIPTION

The nomination includes the described buildings and the property on which they sit, all of block 373, lots 1 through 4 of block 372, lots 11-20 of block 345, and lots 13-20 and the west 60 feet of lots 1-4 in block 346, Pocatello Original Townsite.

BOUNDARY JUSTIFICATION

Boundaries of the district are drawn to exclude buildings built or greatly remodeled after World War II, when construction in the district began after a hiatus. Boundaries conform to lot and block lines, which accordingly correspond to historic and current ownership.



EASTSIDE DOWNTOWN HISTORIC DISTRICT BOUNDARIES

SOUTH EAST
Furniture

1) Auditorium Opera House, Sik 1

2) Eastside Downtown Historic District

3) Bannock, Idaho

4) J. E Attebery, photographer

5) City of Pocatello

6) north view

7) Photo #1

SHANGHAI 上海 CHINESE FOOD
FOOD
Sale
Sale
Sale

1) Citizens Bank, Eastside Downtown Historic District, Site 2

2) Bannock, Idaho

3) J. E. Attebery, photographer

4) 5/10/1994

5) City of Pocatello

6) North view

7) Photo #2

CAFFE
OFFICE
SHANGHAI CHINES
FOOD

1) McNichols Building Site 3

2) Bannock, Idaho

3) J. E. Atteberry

4) 5/10/1994

5) City of Pocatello

6) North view

7) Photo # 3

KWIK

1) Harrison's Furniture, Site 4
2) Eastside Downdown Historic District
2) Bannock, Idaho
3) J.F. Atteberry
4) 5/10/94
5) city of Pocatello
6) View from northwest
7) photo # 4

You
Can Save!
ERY
NIELSEN
UPHOLSTERY
CARPETS

1) Elkhorn Creamery/Site 5

2) Eastside Downtown Historic District

3) J. E. Attebery, photographer

4) 5/10/1994

5) City of Poratello

6) West view

7) Photo #5

Nielsen Furniture
FURNITURE-CARPET-UPHOLSTERY
Big, Big Bigelow Carpet Sale
Nielsen Furniture
CARPET
FURNITURE
UPHOLSTERY

1) Eastside Elkhorn Creamery Office Downtown Historic District/Site 6

2) Bannock, Idaho

3) J. E Attebery

4) 5/10/1994

5) City of Pocatello

6) View from West

7) Photo # 6

WISE
JUST DESSERTS
PAWN SHOP
Sam's Loan
& Jewelry
GUNS • KNIVES • JEWELRY
• MUSICAL INSTRUMENTS •
JUST
DESSERTS
WISE
FRAME
FACTORY

1) Eastside Downtown Historic District/ Wise Figures/ Sam's Lounge/ Just Desserts
2) Bannock, Idaho Site 7
3) J. E. Attebery, photographer
4) 5/10/1994
5) City of Pocatello
6) View from Northwest
7) Photo # 7

PEPSI
BEER
SKIP'S TV SERVICE
TV SALES
TV SERVICE

1) Cacavas, George, Grocery / Site 8
Eastside Downtown Historic District
2) Bannock, Idaho
3) J. E. Attebery, photographer
4) 5/10/1994
5) City of Pocatello
6) View from Northwest
7) Photo # 8

1) City Building / Site 9
Eastside Downtown Historic District

2) Bannock, Idaho

3) J. E. Attebery, photographer

4) 5/10/1994

5) City of Pocatello

6) View from Southeast

7) Photo # 9

1) City Shop / Site 9
Eastside Downtown Historic District

2) Bannock, Idaho

3) J. E. Attebery, photographer

4) 5/10/1994

5) City of Pocatello

6) View from Southeast

7) Photo # 10

THE
O TSSEY
BEL
SELL TRADE
COLLECTABLES

1) Idello Hotel / Site 10
Eastside Downtown Historic District
2) Bannock, Idaho
3) J. E Attebery
4) 5/10/1994
5) City of Pocatello
6) View from Southeast
7) photo # 11

Field
FURNITURE

1) Howard's Garage / Site 11
Eastside Downtown Historic District

2) Bannock, Idaho

3) J. E. Attebery, photographer

4) 5/10/1994

5) City of Pocatello

6) View from Southeast

7) Photo # 12

FURNITURE

1) Pocatello Auto and Garage Company
Site 12
Eastside Downtown Historic District
2) Bannock, Idaho
3) J. E Attebery
4) 5/10/1994
5) City of Pocatello
6) View from southeast
7) Photo # 13

POURGAHI

1) Church / White Building / Site 13
Eastside Downtown Historic District
2) Bannock Idaho
3) J E Attebery
4) 5/10/1994
5) City of Pocatello
6) View from Southeast
7) Photo # 14

East Side
ANTIQUES

1) Church/White Building / Site 13
Eastside Downtown Historic District

2) Bannock, Idaho

3) J E Attebery

4) 5/10/1994

5) city of Pocatello

6) View from Northwest

7) Photo # 15

ANTIQUES

1) China Kitchen Building / Site 14
Eastside Downtown Historic District
2) Bannock Idaho
3) J E Attebery
4) 5/10/1994
5) City of Pocatello
6) View from North-west
7) Photo # 16

CLIFF'S
FURNITURE
OUTLET
WESTERN RADIATOR
SERVICE
WESTERN
RADIATOR
SHOP

1) Bush Motor Company / Site 15
Eastside Downtown Historic District

2) Bannock, Idaho

3) J. E Attebery

4) 5/10/94

5) City of Pocatello

6) View from northwest

7) Photo # 17

ARA

1) Universal Garage / Site 16
Eastside Downtown Historic
District

2) Bannock, Idaho

3) J.E Attebery, photographer

4) 5/10/94

5) City of Pocatello

6) View from northwest

7) Photo # 18