

An Architectural and Historical Survey of the Drake University Neighborhood

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History Pays!

Version
May 26, 2011

Drake Neighborhood Architectural and Historical Survey:

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Special Thanks:

This project was a joint effort on the part of the Drake Neighborhood Association and the City of Des Moines. The matched effort was made possible by a federal funding grant under the Certified Local Governments Program, and through the State Historical Society of Iowa.

Steven Wilke-Shapiro designed a most excellent on-line historical database for the project and coordinated volunteer efforts to input visual and textual data into the database. It is intended that the database will continue to be developed long after the completion of this project.

Jennifer James served as the Drake Neighborhood Association project manager. She coordinated the project volunteers and provided much appreciated historical neighborhood expertise to the project.

John Patrick Zeller worked as a sub-contracted researcher and he contributed a broad range of historical information regarding municipal and Drake University history.

The completion of this project is due in large part to its City of Des Moines project manager, Kyle Larson. Kyle made municipal records (notably building permits, master property lists) available and actively aided the report development by developing summary maps. His active and very beneficial participation and support made all the difference.

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Chapter 1 Introduction and Overview:

Executive Summary:

The Drake Neighborhood historical and architecturally survey project had a number of goals, one of which was rather revolutionary in terms of historic preservation. That was to establish a comprehensive historic properties database, one that would potentially contain historical and visual information about every residence in the survey area. In support of that goal, the initial project effort placed an emphasis upon gathering baseline information about every residence. The State Historical Society of Iowa’s survey files were searched to secure digital copies of all historical survey photos, dating from 1974 to the present day. The Drake University yearbook, the *Quax*, was searched and all historical photographs were digitally copied. Newspapers and other sources were searched to secure both historical information and historical images. In the end, the visual database was a huge one, containing an estimated 700-1,000 images. Most of these were already identified by address, while many others were not. Baseline historical information, in the form of a master building permits database, was also amassed. Municipal building permits survive from 1917 on. Earlier permit data, from newspapers was combined with the former, in a WORD table. Such a table can be sorted by column and could be sorted by address, house owner, date, builder/architect and so on. Volunteers worked to corroborate the permit data, particularly the incomplete entries (entries having no specific house number for example). The permits database provided accurate building dates as well as information about major residential modifications (such as adding apartments, exterior fire escapes).

The next major goal was to deal with Drake University and its significance and impact on the survey area. A second goal was to develop individual property and historic district recommendations that are related to that Drake University association. This matter has been a problematic one since the early 1980s when the first residential historic districts in the Drake area were proposed. No progress was made for the next 30 years, apart from the National Register listing of the core original campus and a scattering of individual residences.

It is the finding of this survey that Drake University was and remains the dominant influence in a variety of ways over the neighborhood area and the city as a whole. No other context comes anywhere close to that of

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the university. One direct measure of the university's impact is the fact that over 500 area houses have been demolished or relocated, largely in response to campus expansion. This direct university influence does diminish with distance from campus of course, so it was incumbent upon this study to seek out other relevant historical contexts. The usual suspects were investigated (transportation, commerce, religious institutions, municipal growth). Transportation ranked high in its impact on the survey area, largely due to the devastation that was unleashed on the southern edge of the survey area by the construction of the MacVicar Freeway (Interstate 235) in the late 1950s and early 1960s. The new arterial demolished a broad swath of housing, eliminated almost all of a substantial commercial node that flanked the east end of Cottage Grove Avenue (to the southeast of the survey area), and contributed directly to the deterioration of the housing and sense of community in the area to the south of the Drake campus.

The context of residential architecture was employed as the best means by which the nether areas of the survey area could be researched and evaluated. The online Polk County Assessor's Office colored house photos were examined individually (and the Assessor's building dates were compared with the building permit data, to a great extent, they matched) and approximately 500 houses were selected on the basis of design and integrity, to describe the survey area's residential and other architecture.

The building permit data that identified house designers and builders was sorted and mapped. The clusters of houses built by the same builder were identified and was compared to the clusters of architecturally interesting buildings. This allowed for a comparison of who were the builders of that better range of buildings.

The findings from this architectural comparison were several. First assessor's and building permit data largely agreed. Second, a high proportion of post-1917 building permits were never secured. This was a major surprise. Third, the better residential designs, built by a number of builders, tended to cluster and they further tended to cluster along the major streets and not just streetcar arterials. Fourth, and very important, the survey area was replete with interesting and exceptional residential designs. Clearly this part of the city, representing a large swath of what constituted west side 20th century residential growth, contained a broad range of style and type variations, particularly for housing that was pre-tract housing in its composition. Tract housing, which began to be built along the northern edge of the survey area, tends to be more "cookie-cutter" in its design and other components (lot size, use of materials, setback). While few residences merit individual National Register of Historic Places eligibility, a great many are of historical importance as they represent evolving cottage and house styles, particularly between the world wars. For the purposes of this report, some 500 examples were assembled into a "best of show" class, while hundreds of others were evaluated as being good examples. Yet another survey finding is that the Tudor Revival style was the experimental style of choice for this area during the latter part of the 1920s and throughout the 1930s. Colonial Revival is almost non-existent. The Craftsman style and cubic/square cottage/house forms were also tweaked and reinterpreted. The survey findings confirm earlier ones that found that Des Moines housing is purposely varied from lot to lot, and that house and cottage forms are used as contrasting elements within every streetscape.

The eligibility recommendations that have resulted from this project involve districts more than individual buildings. Half of the recommended districts are related to the history of Drake University, while half are architecturally based.

Survey Evaluation and Intensive Survey/Nomination Recommendations:

From the start of this project an emphasis has been placed upon the identification of historic districts rather than individual significant buildings. There are several reasons for taking this approach. First, a historic district is the best platform for producing a comprehensive contextual National Register listing that speaks to a broader historical context. Second, the survey area is strongly influenced by its historical association with

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Drake University and that influence is best interpreted using a district approach. Finally, because of the Drake University association, a great many buildings have substantial Drake-related individual histories, but these tend to fall short of warranting individual significance. The Drake campus has already been addressed using a district approach and all previous efforts to enlarge upon the earlier nominations have used a district approach.

The research design necessarily used a comprehensive approach that sought to document all buildings within the survey area. Consequently an all-building permit database and a historical photo set that included 700-1,000 photos was amassed. The building permit data was used to separate out the many overlapping house-based historical contexts. This separation involved distinguishing pre-Drake University residences, early Drake-induced residences (many of which started out in a lesser scale, but were then enlarged over time), and modified residences (as apartments or Greek social system residences).

Figure 1 identifies the National Register listed and eligible districts and individual properties that are located within the project area. Two historic districts, Kingman Place and the Drake University Campus, are listed, while Forestdale, Iola Place and the square house district at 41st-42nd streets have been recommended as being eligible with State Historic Preservation Office concurrence. A number of individually listed residences were nominated in 1988 as a thematic package having Drake University historical associations.

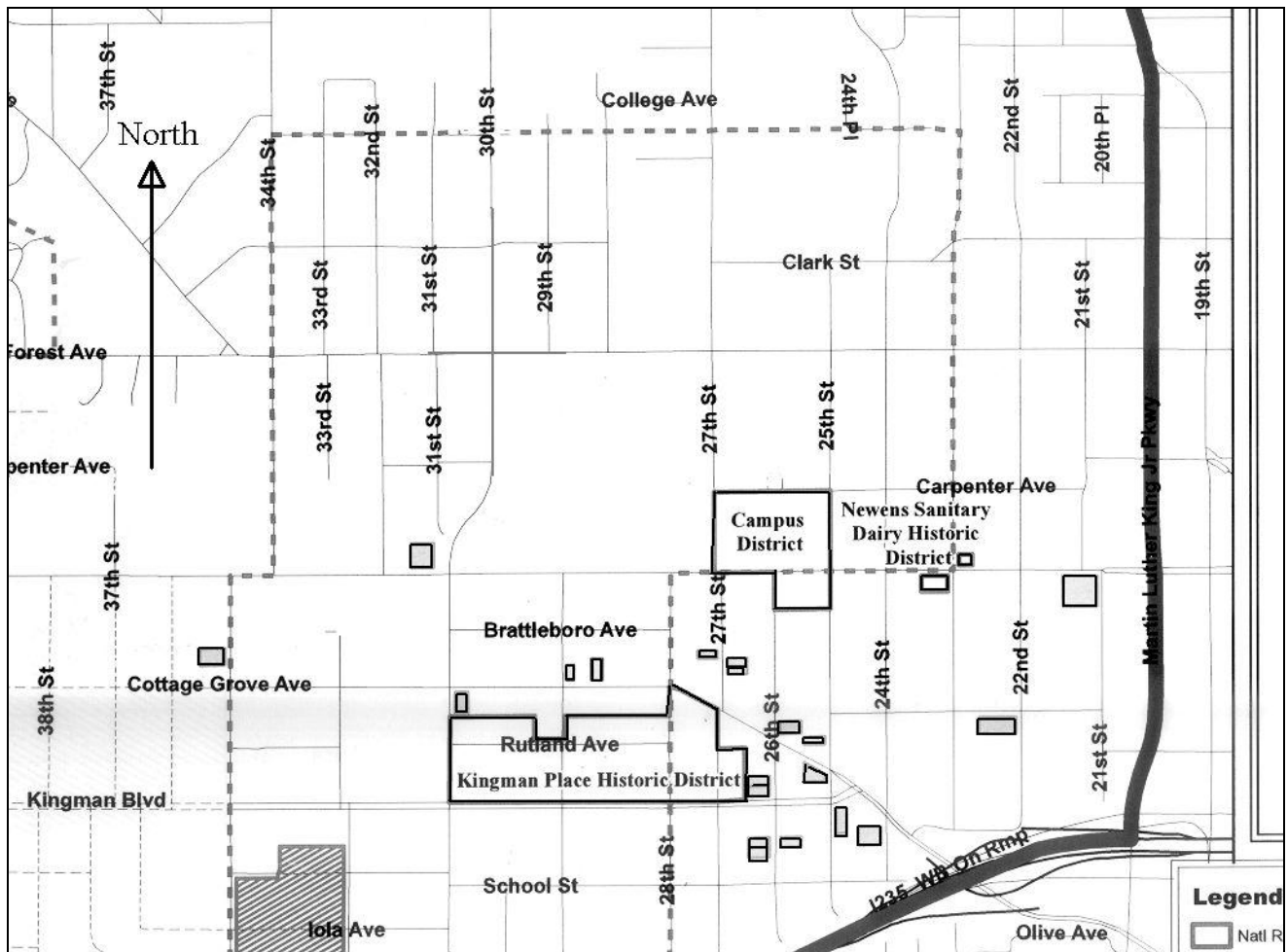


Figure 1-1: Survey/project area and current National Register listed/eligible districts, buildings (City of Des Moines, Community Development Department, 2010)

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Historic Districts:

The following new or amended historic districts were identified, or reaffirmed from previous surveys, and were recommended for National Register of Historic Places listing:

- 29th Street Historic District
- 34th Street – Greek Row (34th Street, University Avenue to Forest Avenue)
- Dogtown Commercial Historic District (University Avenue and 25th Street)
- Drake University Campus (adding the pre-1960s buildings to the west and northwest of the listed campus)
- Grace United Methodist Church and Cottage Grove Avenue Historic District
- Kingman Boulevard Historic District (38th Street to 42nd Street)
- University Land Company Historic District (northeast of campus, 21st-24th streets, Forest Ave. to University)
- University Place Historic District (south of campus, 21st to 31st streets, University Avenue to School Street)
- University Avenue Apartments Historic District (south side, 3910-4004 University, five buildings)

These previously identified historic districts were re-confirmed:

- Ernhurst Residential District (formerly called 41st-42nd Street, University Avenue to Forest Avenue)
- Foresdale Plat (previously identified and being nominated)
- Iola Place (Iola and School streets, 33rd to 35th streets)

The following individual buildings were recommended as being National Register of Historic Places eligible and Iowa Site Inventory forms were prepared for these:

- 1045 22nd Street-William and Jennie Bell Residence
- 1000 24th Street-Iowa Telephone Company Exchange Building
- 1080 31st Street-Charles A. Thompson Residence
- 2912 Kingman Boulevard-William J. and Grace Henrietta (Kingman) Residence
- 3500 Kingman Boulevard -Thoreau Center-George A. Duffield Residence
- 1124 35th Street-Dr. Clarence A. Webb (?) Cottage
- 2700 University Avenue-Chancellor William Bayard and Mary Craig Residence
- 3438 University Avenue –Yocum Apartments
- 4023 University Avenue-Custer Apartments

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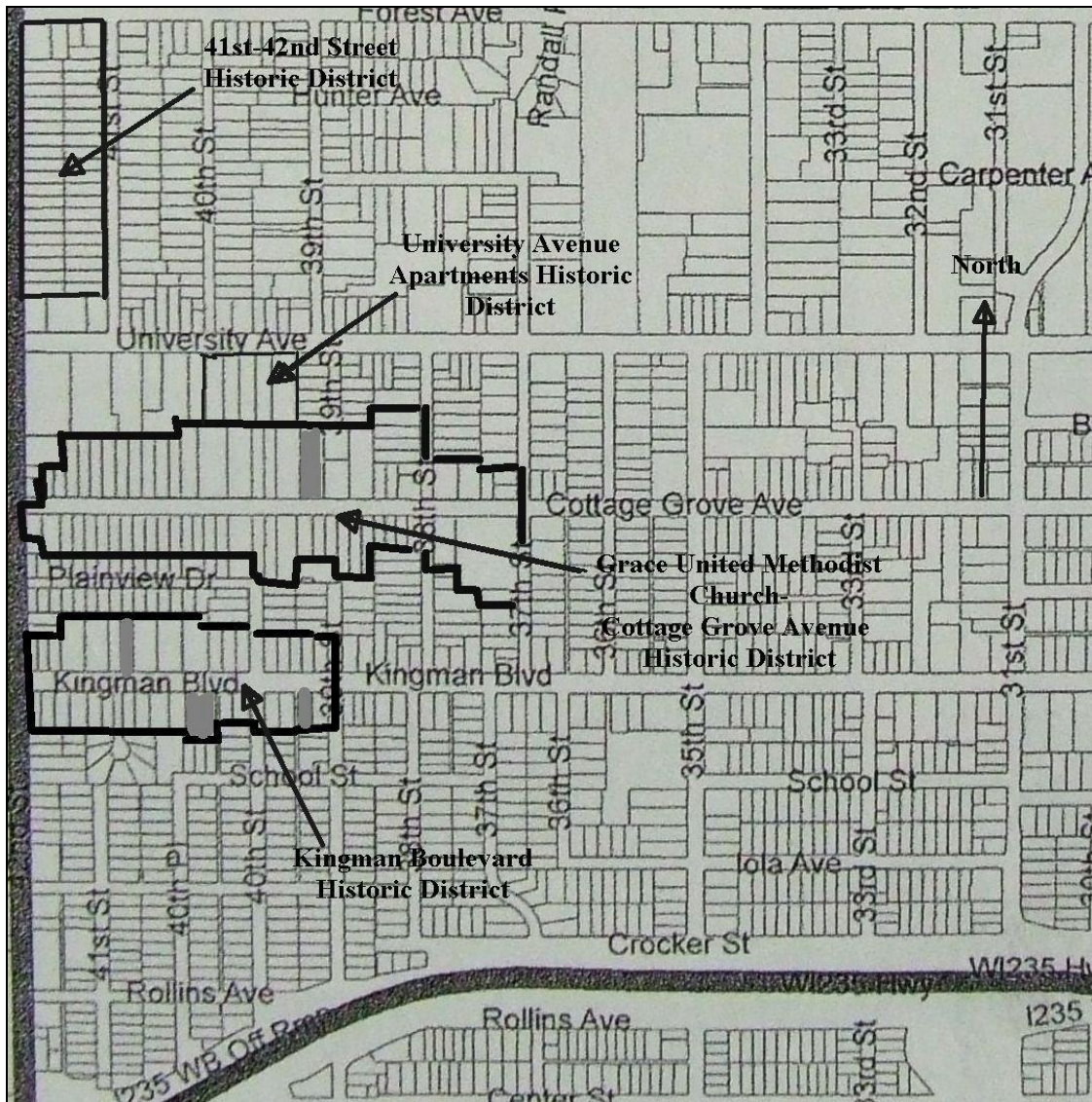


Figure 1-2: New district recommendations

A number of potential architectural historic districts have been identified. In addition a number of “strings” of interesting house designs have also been specified. The latter usually occur on just one side of a street, and it is not recommended that they are National Register eligible. Many small clusters of houses built by individual builders have also been documented, but these too are not deemed to be potential districts unless they comprise a portion of a larger district.

A clear pattern emerges wherein the better house designs (defined by scale and elaboration of design and detailing) are located along key streets. While this pattern is generally expected and accepted, it is documented in this instance. Key streets include streetcar right-of-ways and other main streets.

A related pattern is a finding that better house designs tend to cluster. The identified districts are architecturally based and in each case, the district is defined by the dominance of one type or style and the usual expectation that the plat or plats developed rapidly with a consistent scale and quality of houses. The University Place district is primarily classical revival in style, while the other districts are later in date.

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association exists for each of those contexts. The evolving pattern of faculty/staff housing will be overlaid with Greek house usage, off-campus student living, and so on.

The following contexts will be applied in determining district boundaries, historical integrity, significant dates and a period of significance:

Town of University Place

Early Drake institutional history

The real estate sales and promotional associations with Drake University.

Housing construction and expansion in response to the university.

Transportation responses to the presence of the university.

The periods of campus expansion with a particular emphasis on post-1908 building.

The evolution of area housing in response to the needs of student housing

The growth and final concentration (on 34th Street) of the Greek fraternities and sororities.

The displacement of houses within and near the campus to expand the campus.

The commercial buildings that developed in response to the market offered by the university.

Town and gown associations (faculty housing, non-Greek residential use, etc)

Later Drake University institutional history (Drake Relays, Pharmacy School, role in World War II)

Drake University as a sponsor/agent of apartment house construction

It was belatedly recognized that the existing Kingman Place Historic District is the same warp and weave as is the University Place district. The difference is that the latter is defined by its association with Drake University, while Kingman Place was plat-defined in terms of its architectural development. There is no reason to duplicate the nomination of Kingman Place so the proposed University Place district wraps around the existing district.

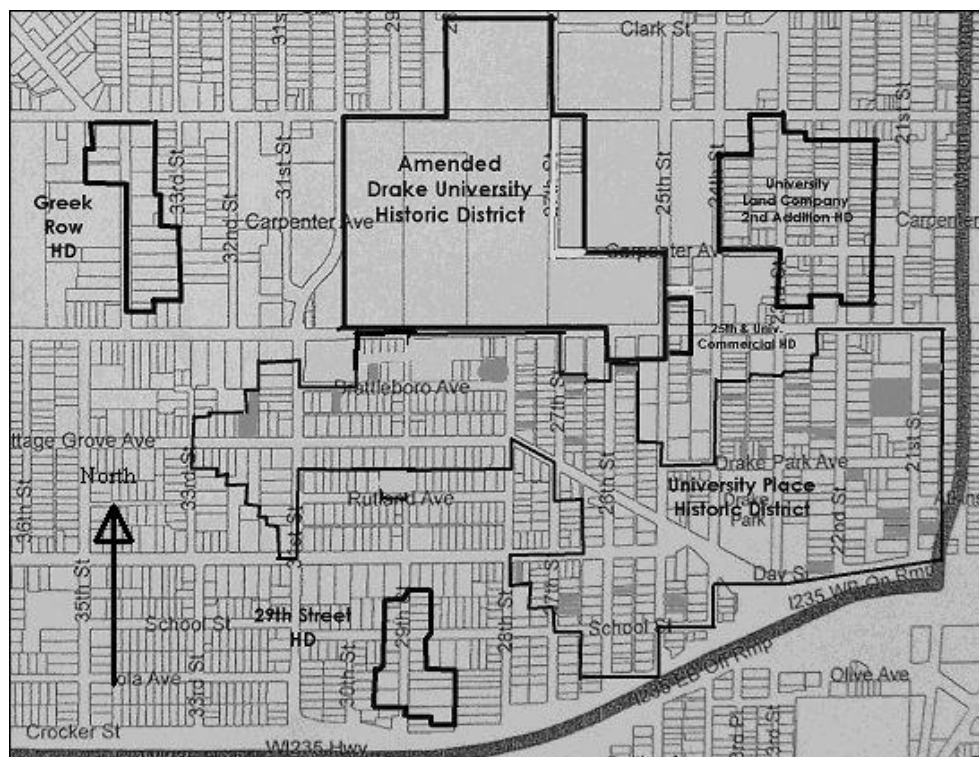


Figure 1-4: Proposed Drake University Historic Districts

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In preliminary discussions with SHPO staff, it was thought that these proposed boundaries were too large, and too irregular. It was also determined that any district nomination would have to separate property types in a series of separate districts. Thus there would be an expanded campus district, a commercial district and several smaller residential districts.

The district(s) will be refined based upon the Drake-related historical data that has been assembled. This data includes historic distribution patterns for Greek houses, and the same for off-campus housing and faculty/employee residents.

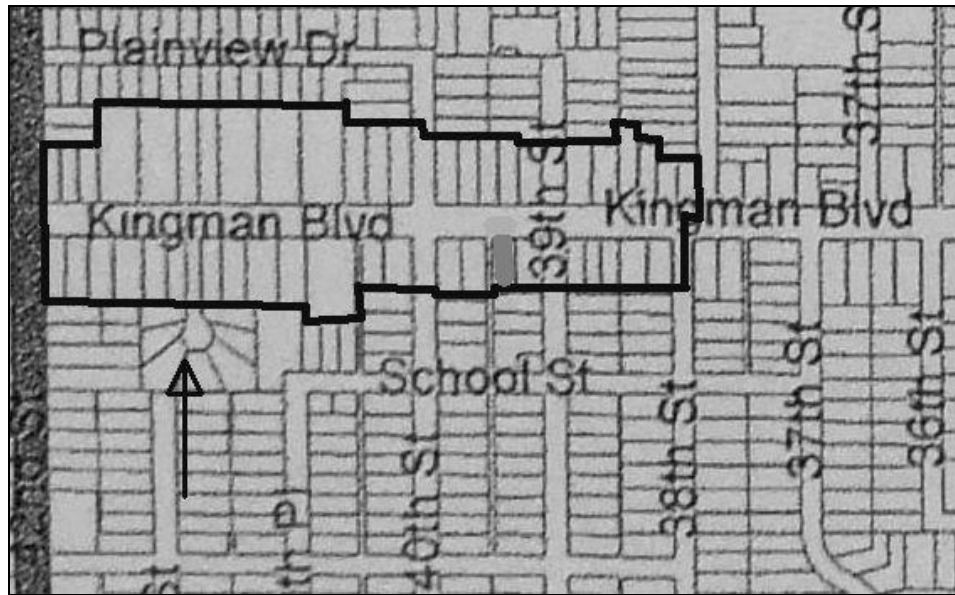


Figure 1-5: Proposed Kingman Boulevard Historic District

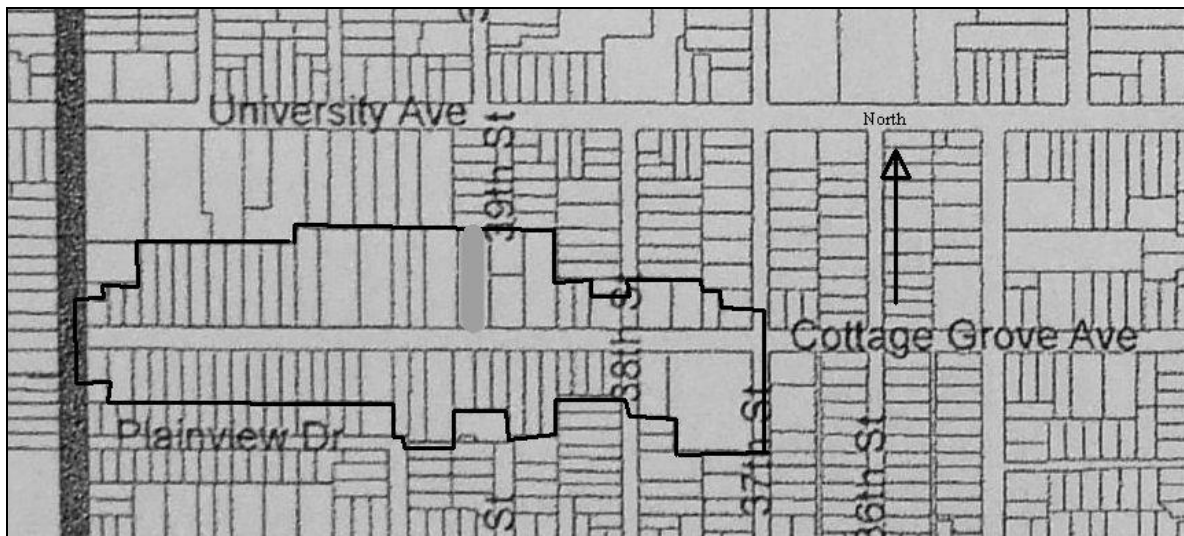


Figure 1-6: West End Proposed Historic Districts (Jacobsen, 2010)

Field Methodology:

The basic methodology was to use an inductive research approach, one that focused on amassing building permit data as well as plat and builder data. The survey area was seen to comprise a range of plats, some of which were large enough and “successful” enough to have generated residential architecture that was

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both of higher quality in terms of design and more tightly unified in terms of its period of construction. Some plats had strong historical significance claims such as those that were associated with funding Drake University. Some builders were more involved with this part of the city and some focused on particular plats. These were deemed to be good candidates for having houses that had historic district potential. Previous survey findings were also taken into account, particularly that of the square house and bungalow investigations.

Initial field survey work sought to identify potential Drake University related districts, both residential, commercial and institutional. Preliminary district boundaries were identified but appear to have been too ambitious to yield actual listable districts. The next and main fieldwork phase will be based on the master list of building permits, sorted both by builder-architects and by street address.

The Survey Area: An Overview:

The project survey area (see Figure 3) is bounded by Franklin Avenue (north), 41st-42nd streets (west), Interstate I-235 (south) and Martin Luther King Boulevard (east). The area is predominantly residential in its land use and comprises approximately 3,600 houses and the Drake University campus. The physical topography of the area is generally level. Slight north/south oriented ridges follow 31st and 35th streets. The northern third of the survey area consists of undulating land with numerous deeply cut gulleys.

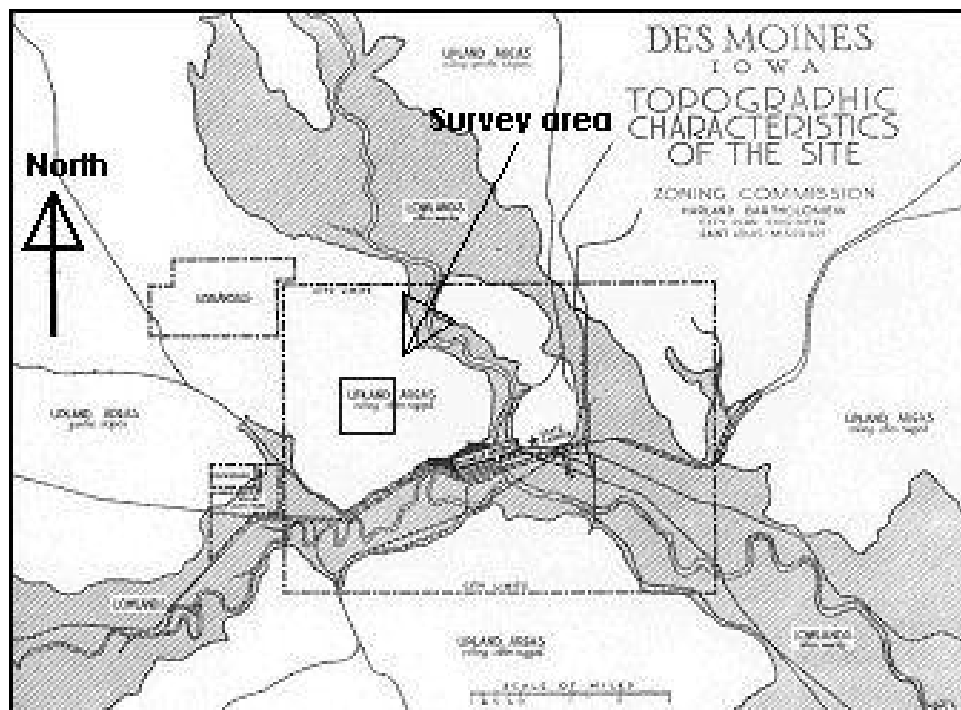


Figure 1-7: 1939 Topographical Map, Des Moines (1939 Comprehensive Plan)
(the black rectangle, left of center, denotes the approximate survey area)

Figure 1-7 shows that the City of Des Moines consists of a number of upland areas that are separated by current and ancient river drainages. The Des Moines and Raccoon river drainages are of recent vintage, geologically speaking. They both date to the most recent glaciation period. A more ancient river drainage that predated that glacial advance, once flowed from the northwest corner of Figure 7, to the southeast corner. The downtown area (below center, Figure 7) is located on a floodplain terrace. Historically the city had its origin on the west side of the Des Moines River, and north of the Raccoon River's confluence with that river. Geographical influences, as represented in Figure 1, determined that the principal city expanse and its most substantial and expansive residential area, would be located on the uplands to the west of the Des Moines River.

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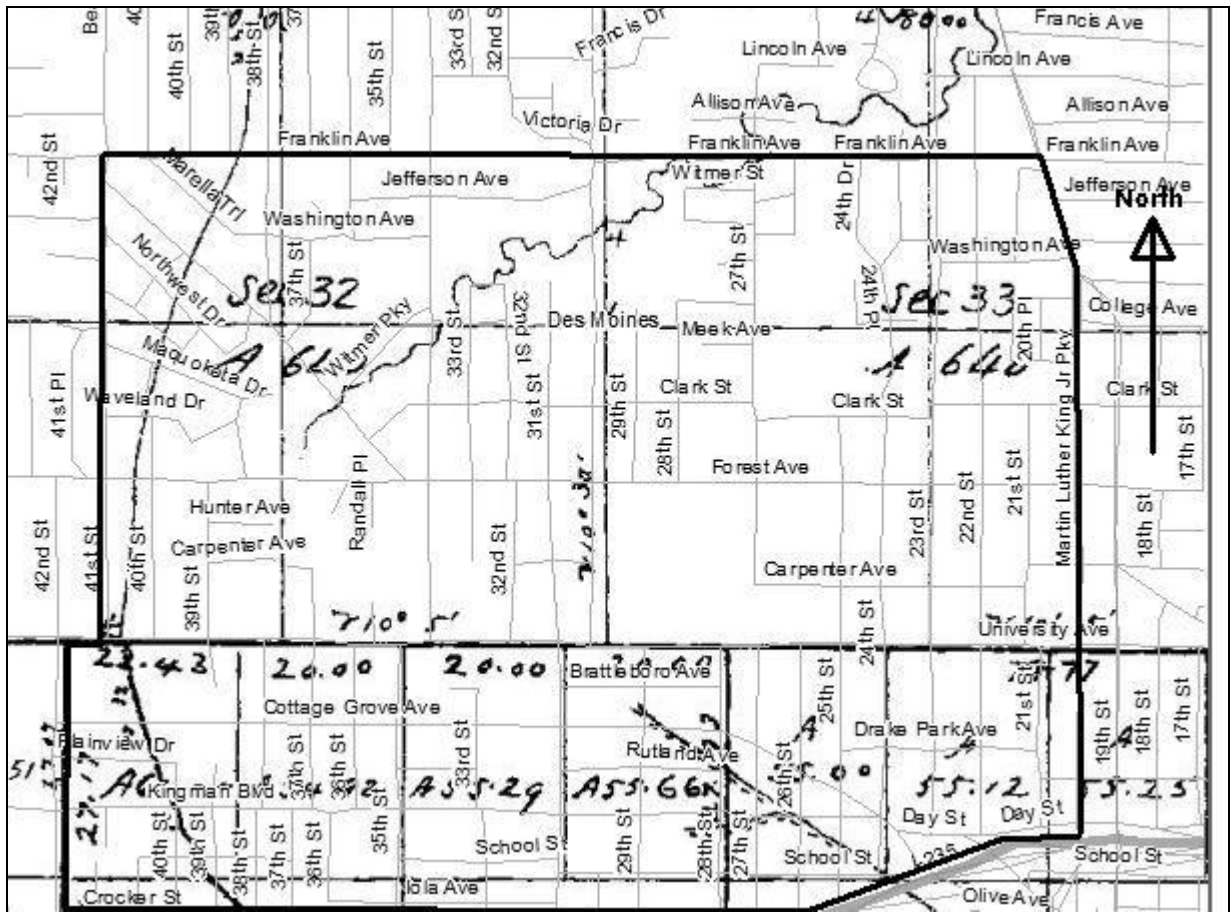


Figure 1-8: Survey area map with original land survey map and survey grid superimposed (Iowa Geographical Map Server, 2009, annotated with north arrow)

Figure 8 superimposes the original land survey map over the survey area. Three important features that were recorded in the land survey, during the mid-1850s, are depicted. Most important is a substantial drainage that cuts to the northeast across the upper one-third of the project area. Naturally this drainage follows the deepest cuts in the landscape. Related gullies continue south below Forest Avenue. A curved ridgeline is traced along the west end of the survey area, running north/south between 39th and 41st streets. Finally a historical component, the Fort Dodge Road, appears as a straight diagonal line in the southeast quadrant of the area. This was the precursor of Cottage Grove Avenue. An important point to note is that the established road vanishes at a point between Rutland and Brattleboro avenues. Apparently beyond that point, seasonal alternatives (upland or not) diverged from that point to the northwest.

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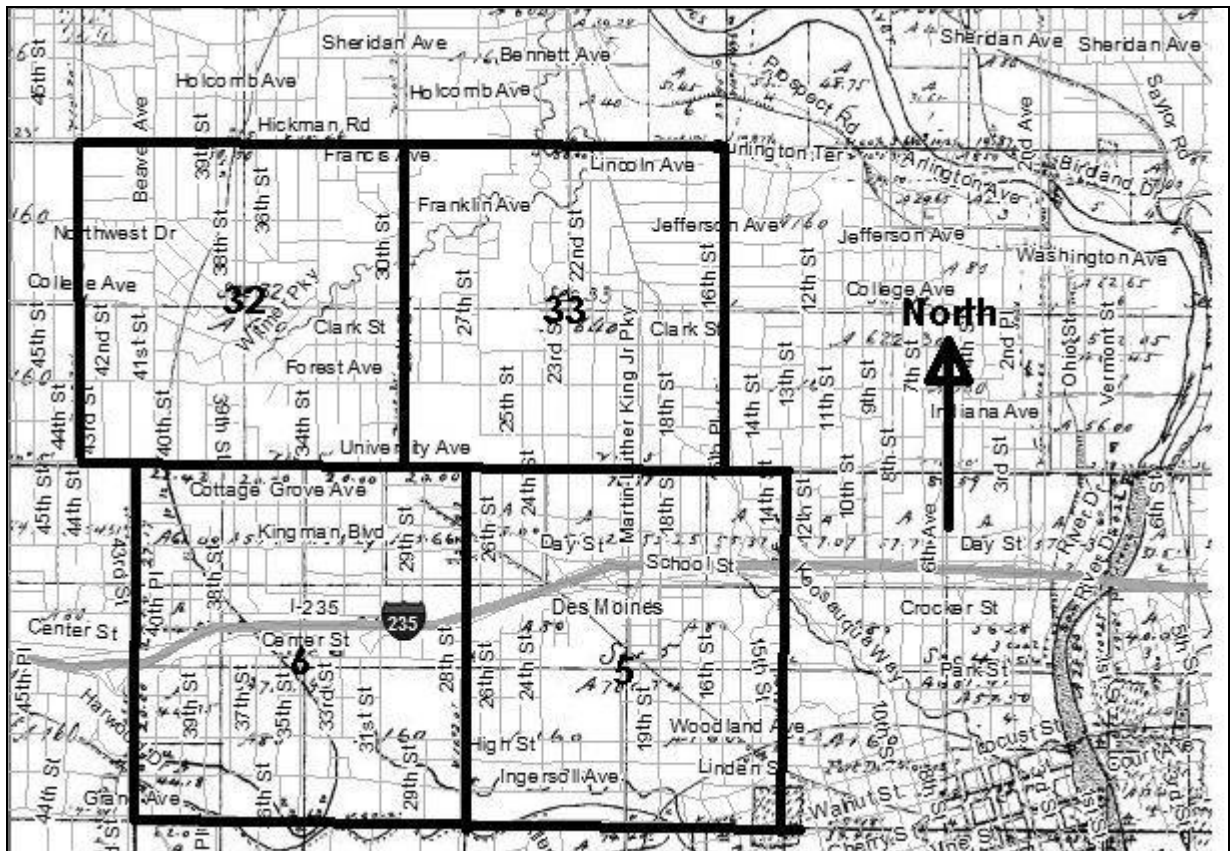


Figure 1-9: The Federal Land Survey impacts the survey area layout
(Iowa Geographical Map Server, 2009, annotated with highlighted section lines)

Figure 1-9 underscores the obvious, that the rectilinear pattern of the original land survey dominates the subsequent street layout within the survey area. This is the case here, even down to the fractional section parcel boundaries. The fractional sections that are demarked in Figure 9 are all mirrored minutely in the current street pattern. One unusual feature applicable in this instance is the fact that a township adjustment line that bisects the survey area resulted in offset section lines and as a result, offset north/south streets. Major streets trace the section line perimeters and University Avenue is the township dividing line.

The survey area comprises a large portion of the residential part of the city that developed between the latter part of the 19th century and World War II. The historical and architectural trends that are associated with the survey area are for that reason representative of the broader municipal residential development of the city as a whole. The reason for this is two-fold. First, this part of the city dominated the whole in terms of residential growth and expansion during this period. Secondly, the establishment and location of Drake University both represented the inevitability of that trend and did much to enhance it. It is a fundamental finding of this study that the new university leap-frogged beyond the developed residential areas. It then functioned as a hub that promoted growth in every direction from it.

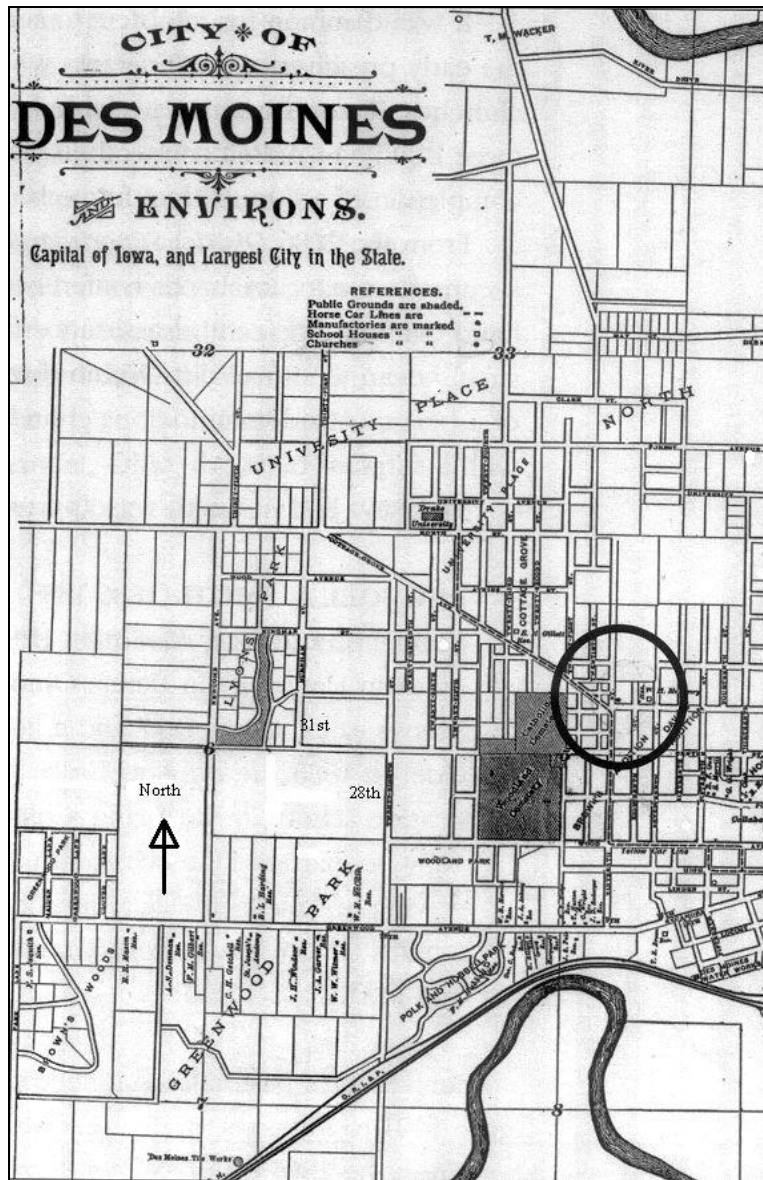


Figure 1-10: detail, 1884 map of Des Moines (Map of the City of Des Moines and Its Environs)

Figure 1-10 illustrates how Drake University was truly located on the outermost periphery of the city's northwest side. This map comes the closest to depicting a nearly complete Cottage Grove/Fort Dodge Road route. The key street in terms of access to the area is Cottage Grove Avenue, the angled arterial (which begins at the centerpoint of the black circle which is a separate annotation marking the mission church site for the Grace Methodist Church). The horse street car line follows Cottage Grove, turning north on 25th Street. In fact, "Cottage Grove" was used as a generic community reference for University Place. The avenue terminated on North Street, now University Avenue. Note that North Street as of 1884 was not a through-street to the east. Forest Avenue also terminated, just northwest of the campus. Another curiosity is the Lyon's Park plat which employs a curvilinear street layout. Lyon's Park was completely replatted. Cottage Grove Avenue, west of 28th Street, is shown as Wood Avenue. When Kingman Place was platted, the avenue was turned due west and Wood Avenue was incorporated into the avenue.

Figure 1-11 presents a reconstruction of houses in University Place as of 1892, the reconstruction being based on a mapping of listed city directory addresses. The majority of existing houses were located to the east, north, and south (above Cottage Grove Avenue) of the university campus.

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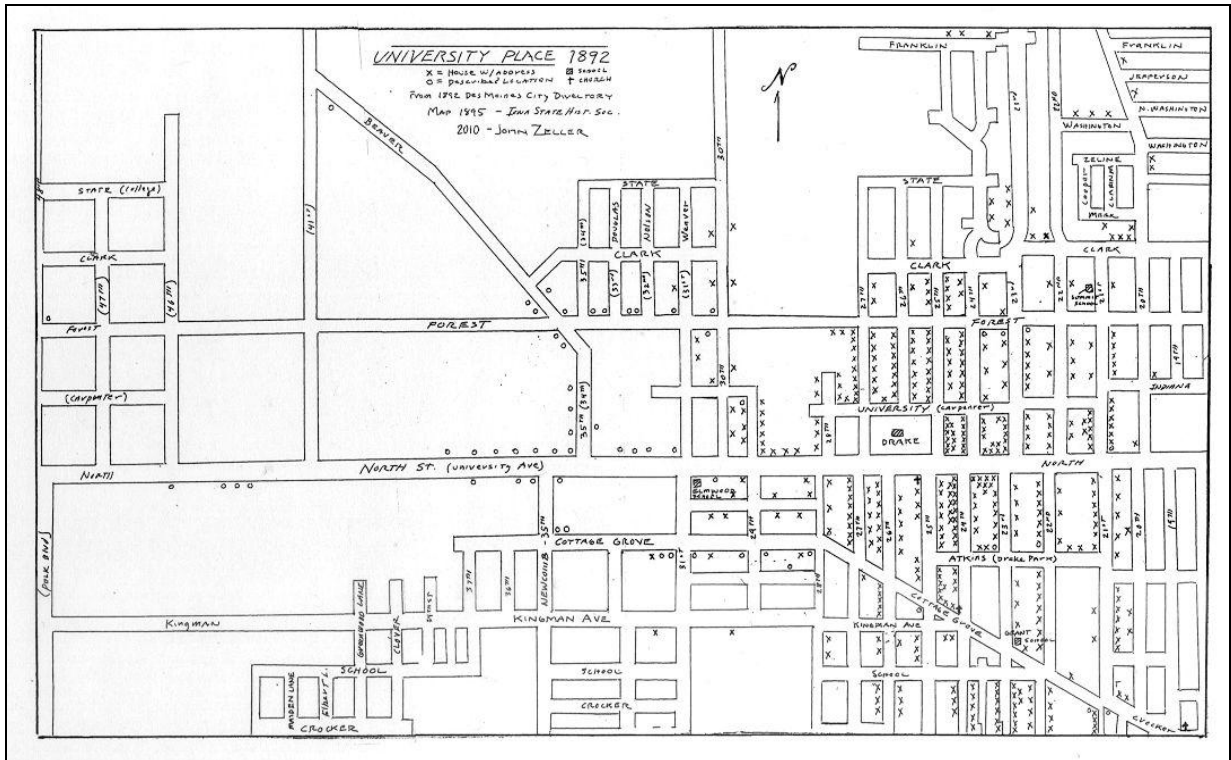


Figure 1-11: Extant houses as of 1892 (Zeller, 2010)

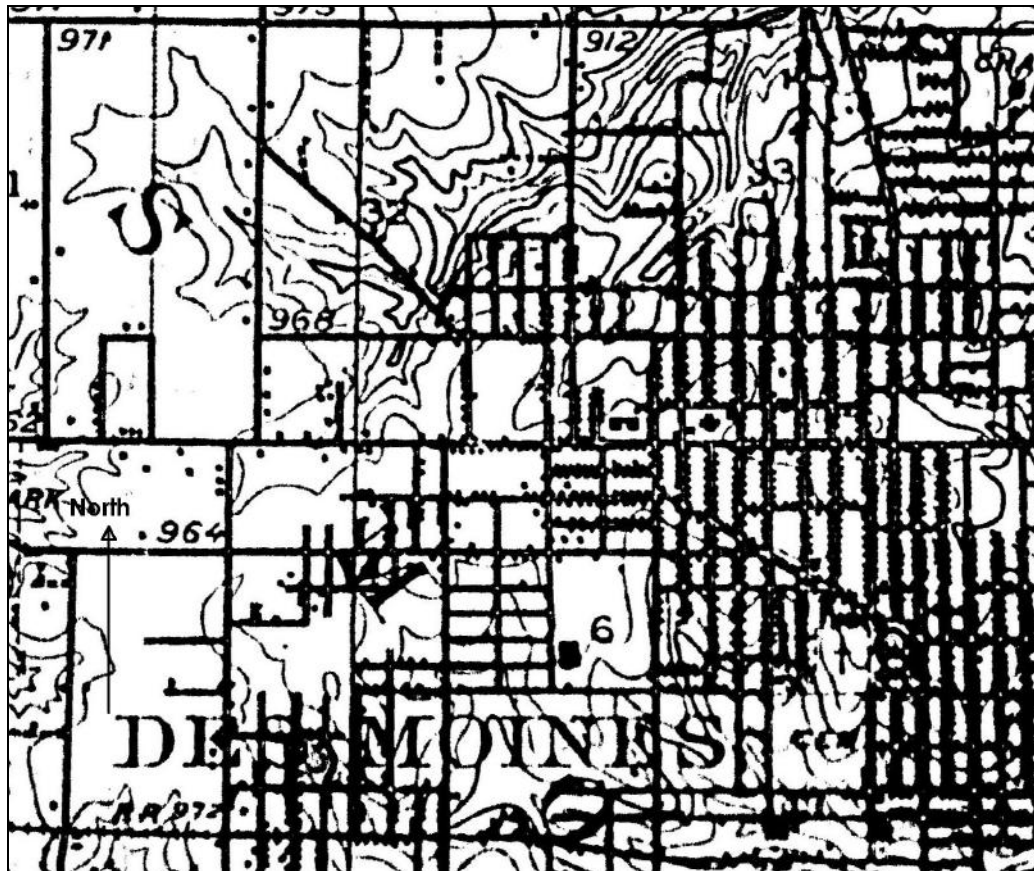


Figure 1-12: Detail, 1909 USGS Topographical Map

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Figure 1-12 is a very early 1909 United States Geological Survey map. The map shows both well infilled blocks as well as isolated individual houses. The survey data is from 1905 so the two sequential figures contrast the construction of houses between 1892 and 1905. The difference in residential expansion, by the latter date, is represented by the expansion of housing to the south of Cottage Grove Avenue, some northward development, and the establishment of a curious diagonal pattern of plats and house building that linked the infilled plat of Kingman Place and the southwest corner of the survey area.

The same figure nicely delineates the topography of the survey area and shows a plateau that is oriented southwest to northwest. University Avenue runs along the northern edge of that level ground. Slighter drainages to the south, east of 28th Street and west of 35th Street, and the more substantial drainage to the northeast, previously discussed, cut into the edges of the plateau.

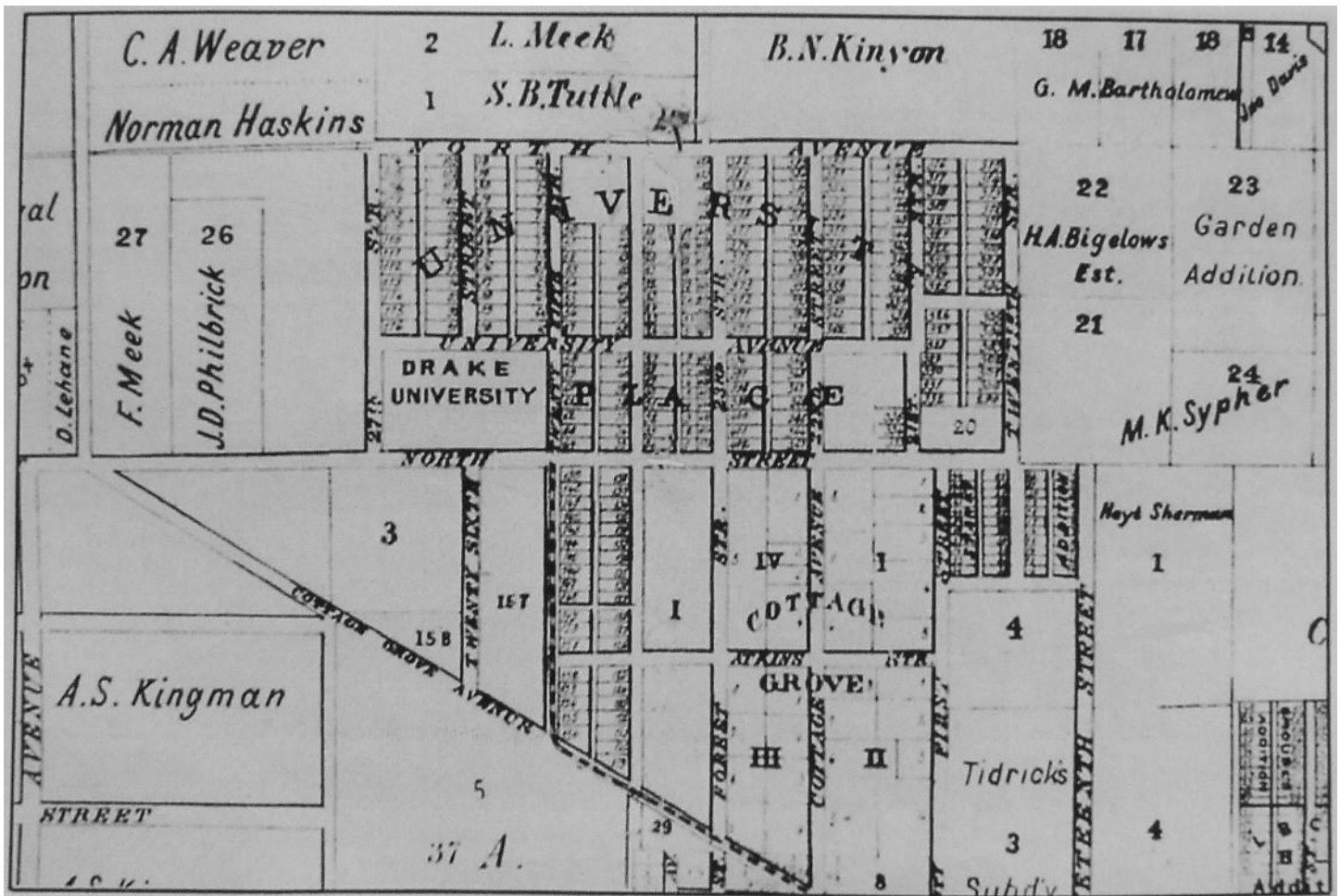


Figure 1-13: University Place (Source: Mills & Co.'s Map of Des Moines Polk County Iowa)

Figure 1-13 establishes two historical points of importance. First, the town of University Place leaped to the northwest, beyond the established city, let alone platted additions. Second, the plats to the north of Drake campus preceded those to the south of it. In this depiction, the campus occupies the southwest corner of the community. Note the very confusing range of street names (North Street, University Avenue and North Avenue, from south to north).

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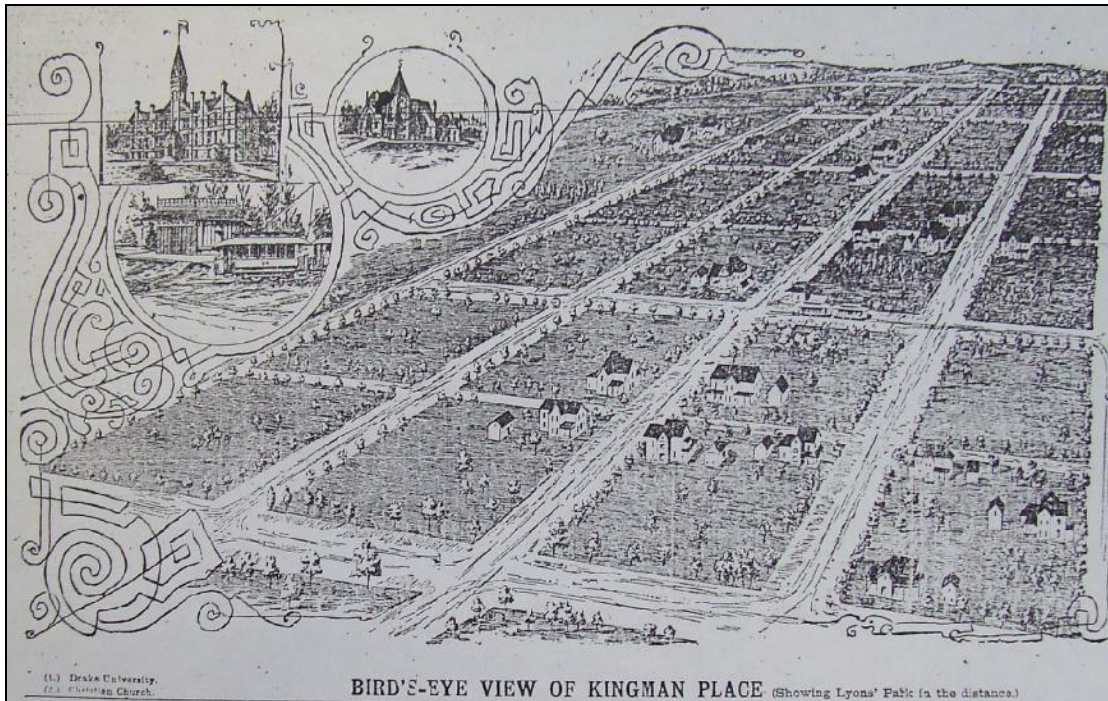


Figure 1-14: Overview, looking southwest, of Kingman Place
(Des Moines *Iowa State Register*, April 30, 1891)

This figure gives a visual idea of the scattered nature of early residential development within the core of University Place. The perspective is west from 28th Street, with University Avenue being visible at the far right of the image. Kingman Boulevard is the southernmost (left) street to be shown. Note the streetcar spur line on 29th Street, south of the University Avenue car line.



Figure 1-15: (State Historical Society of Iowa, Pioneer Photo Collection)

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The W. L. Morris greenhouse complex occupied the southeast corner of 27th Street and Cottage Grove Avenue as of the mid-1890s. Still in operation as of 1900, there were three of these establishments scattered across the survey area. They are a part of the large tract and truck farming that typified much of the area historically. The cottage visible in Figure 1-16 might be 2650 Cottage Grove Avenue, now a full sized house that has been altered beyond recognition into apartments. These greenhouses would be infilled with later-date housing as the land became available. Figure 1-16 indicates that as of 1900, there was little residential up-building around the Morris Greenhouse.

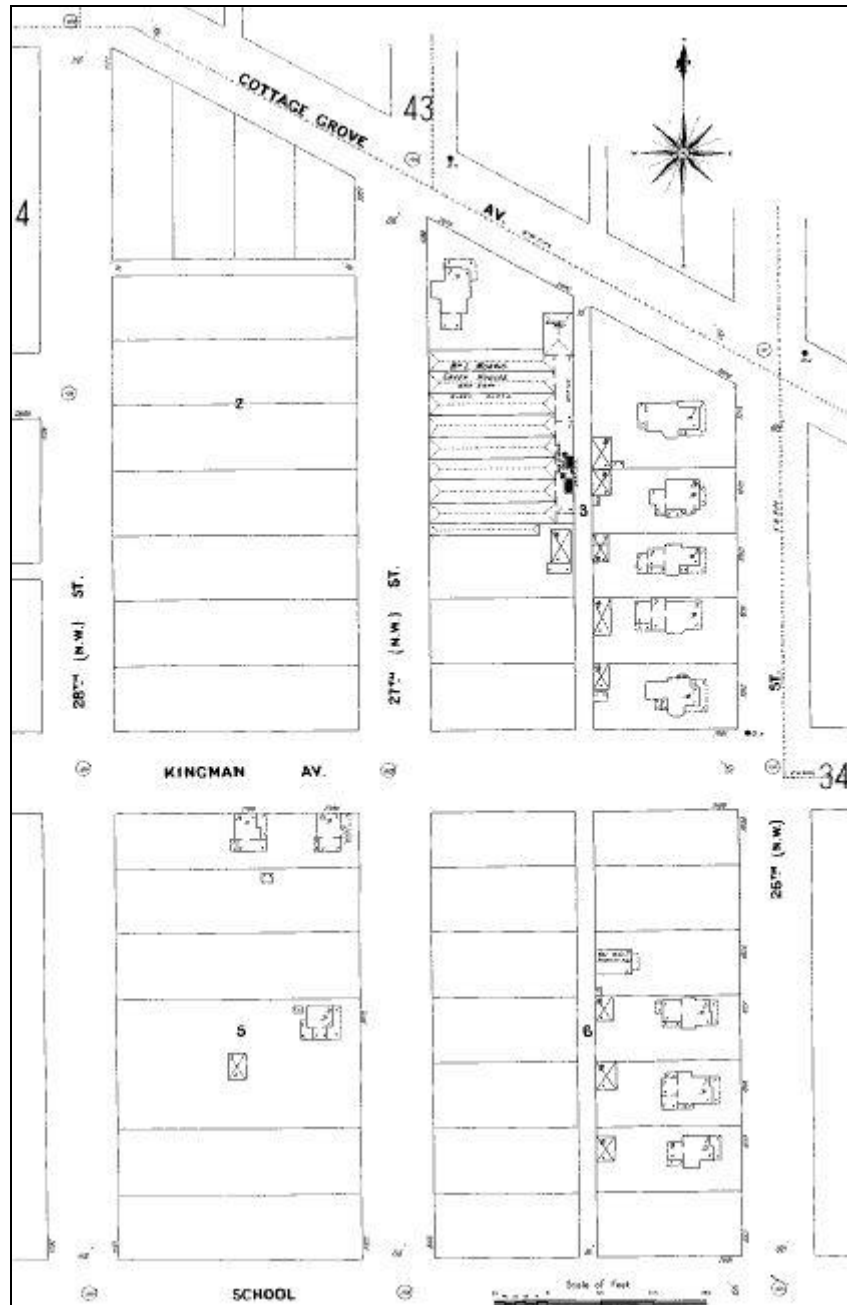


Figure 1-16: 1900 Sanborn Map detail, showing the Morris Greenhouse complex and scattered housing

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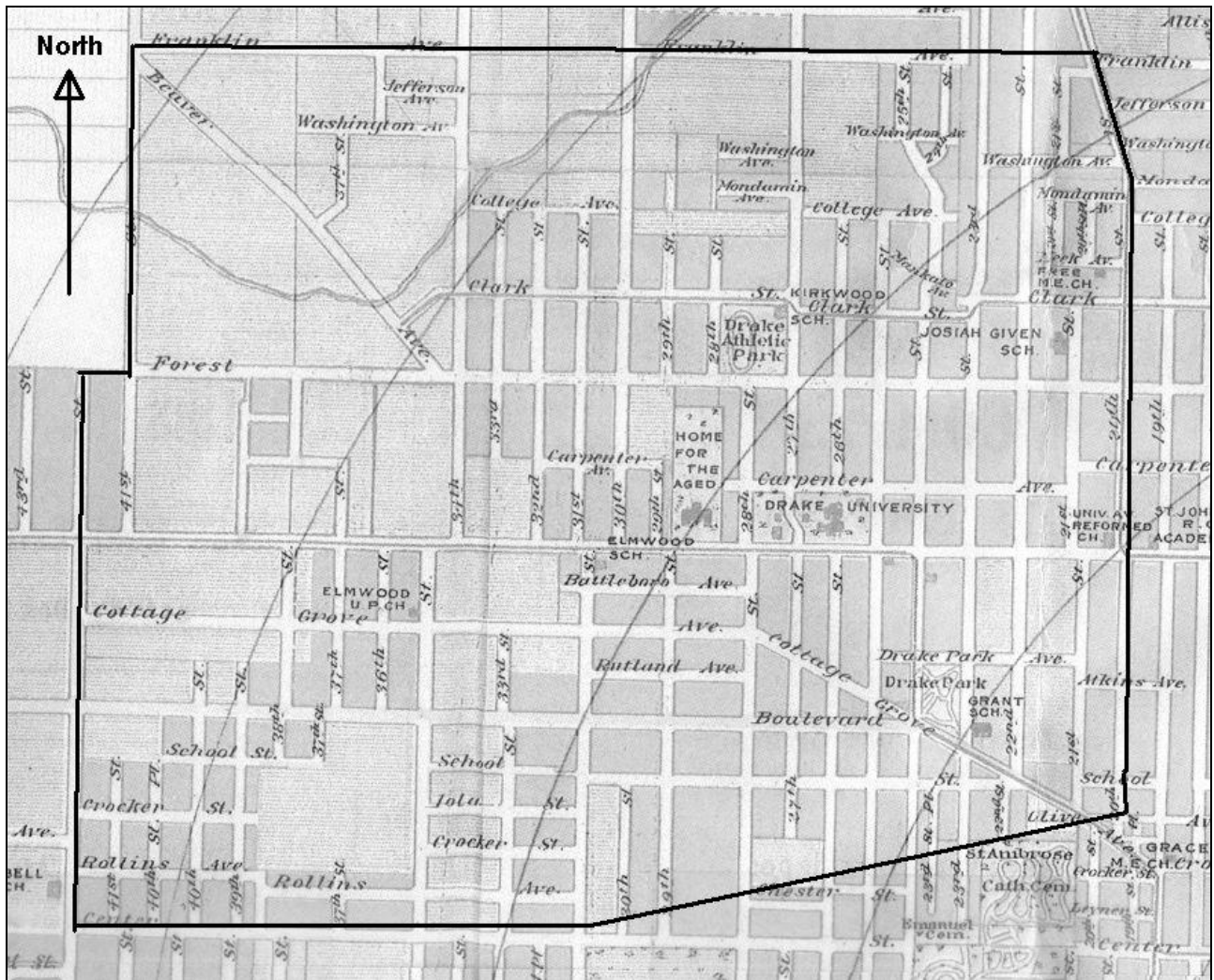


Figure 1-17: Developed and platted blocks
(Huebinger's Map of the City of Des Moines (Courtesy of Andrea Hauer))

The 1910 Huebinger's Map is particularly helpful in tracking residential growth within the survey area because it distinguishes platted land (darker gray shading) from unplatted land. The map shows that a "peninsula" of platted land was defined by College Avenue on the north and 34th Street on the west. Below University Avenue, a large tract between 35th and 33rd/31st streets remained unplatted, as did Knox Place, west of 35th Street. An arch of platted land cut across the southwest corner of the survey area, its two terminal points being marked by Elmwood School, on University Avenue, and Hubbell School, at 41st Street and Rollins Avenue.

This is a very helpful and somewhat unusual map for the purposes of this study. Platted residential blocks are shaded gray, which distinguishes them from undeveloped parcels. In the annotated version of the same image, shown below, the thrusts of residential development are shown by using black arrows and a darker gray perimeter boundary. Most notable is the diagonal pattern of platting that extends southwestward from Grace United Methodist Church to Hubbell Elementary School.

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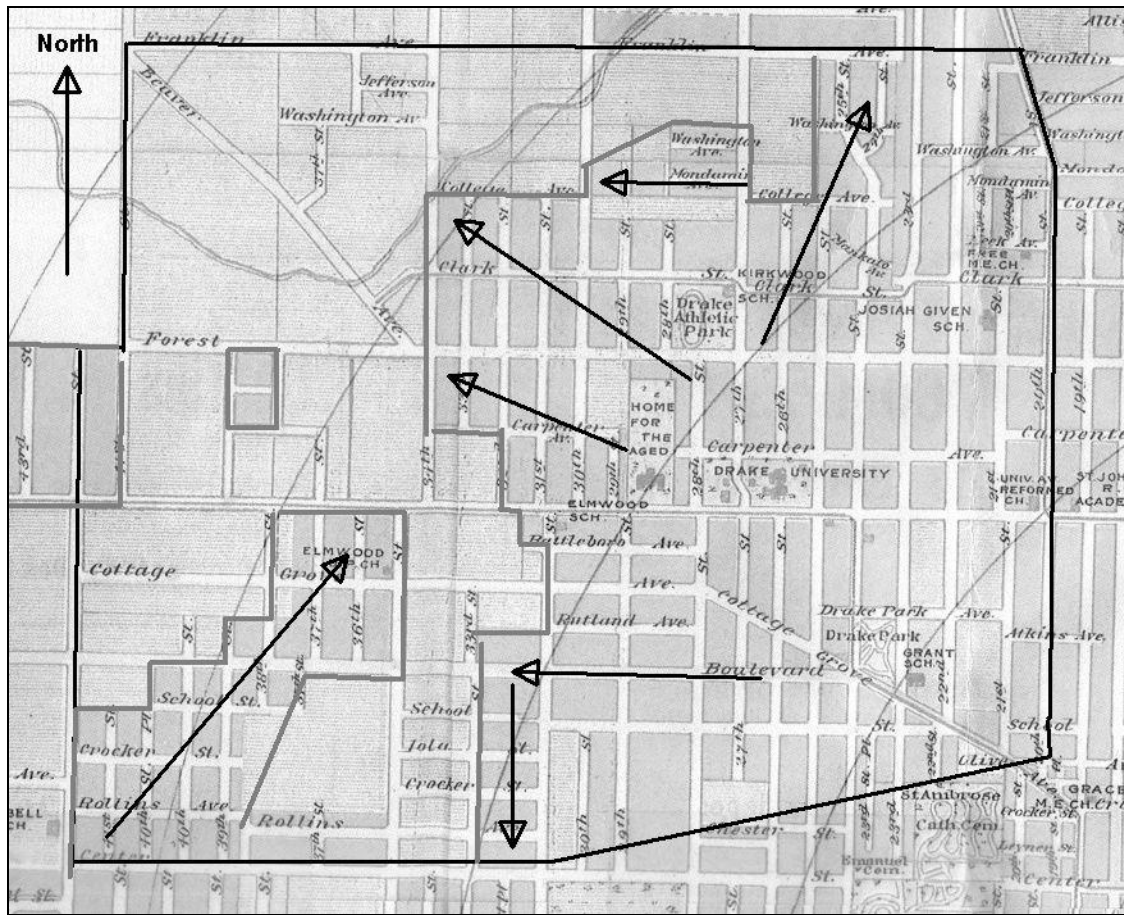


Figure 1-18: Directions of residential growth
(Huebinger's Map of The City of Des Moines, 1910, Annotated)

University Place was an incorporated town in its own right and was one of a number of similar incorporations that ringed the growing city to the west, north and east. By the fall of 1889 it was apparent that a unified capital city was the only viable option. At that time, North Street served as the northern municipal boundary and 24th Street was the western boundary. University Place wrapped around the northwest corner of the city.

ANNEXATION ALL RIGHT

There is no longer any doubt as to the success of the annexation movement, and the Twenty-third general assembly will settle the matter very soon. The publication of the bill for the proposed law enabling the city to become one united body has made for the movement many friends. As its provisions become known and are thoroughly digested the people come to its support. A meeting of the committee having in charge the bill was held last Monday evening for the purpose of listening to the arguments for and against the bill by those who represent contrary views. The reasons presented for the passage of the bill were so many and so convincing that the committee was favorably impressed and will certainly make the right kind of a report. The arguments against annexation were such as to have little weight, as compared with the reasons for it. These facts coupled with the results of Monday's election practically settle annexation. The main opposition has come from one or two towns which surround Des Moines. The one supposed to be the most opposed to becoming a part of Des Moines is North Des Moines. At the election on Monday a Democrat was elected mayor in a town which has several hundred Republican majority, simply on the basis of annexation. It had been claimed that the election

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held regarding annexation some weeks ago was not a fair test of strength, but no one can doubt the meaning of last Monday's election. In Capital Park, another suburb which has had a large element who oppose annexation, there was but one ticket and that an annexation ticket. There were none to oppose it. In Greenwood Park, to the north [sic] of the city, the town council refused last summer to appoint commissioners or take any part in annexation. At the election on Monday none of the old officers were elected, but new blood was infused all along the line. In Sevastopol Mayor Young and others did not want to be candidates again, but were prevailed upon to accept office with the distinct understanding that they will not be in office more than a month or two, but the town will be a part of Des Moines. Even in Des Moines the annexation question had something to do with the defeat of the present mayor who had not been an advocate of annexation.

And thus the Iowa legislature may feel doubly sure that the people who are most interested in Des Moines and suburbs really desire that they be made one city. That is the way the city ought to be, and that is the right and duty of Des Moines. One city, and a good one, is the demand which has been heartily endorsed this week by a great majority of the 55,000 people living within four miles of the state house (*Iowa State Register*, 1890).

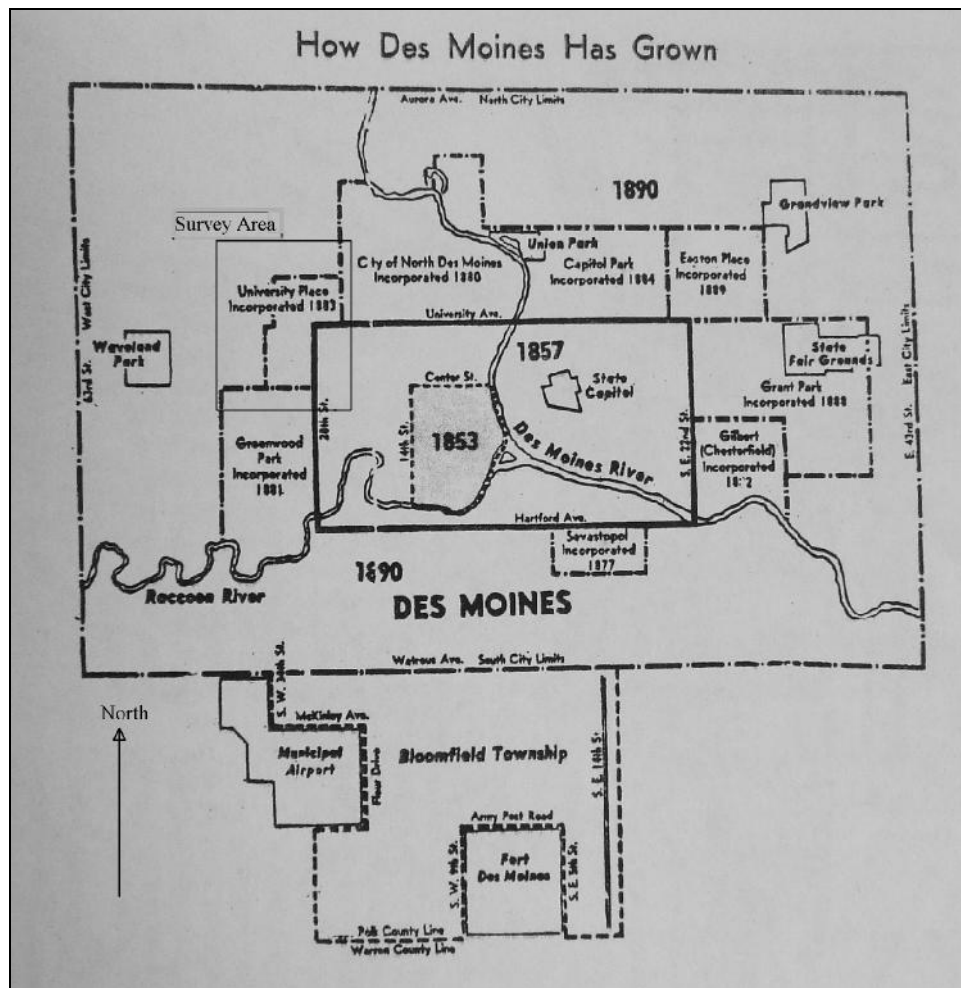


Figure 1-19: Municipal annexations, City of Des Moines (Des Moines Register, 1954)

Figure 1-19 shows how the city of Des Moines was substantially enlarged by annexation in 1889-90. The eight-square mile rectangle defined the city until after 1900, when the newly-established Federal military post at Fort Des Moines was established, and in the late 1930s when the airport was acquired.

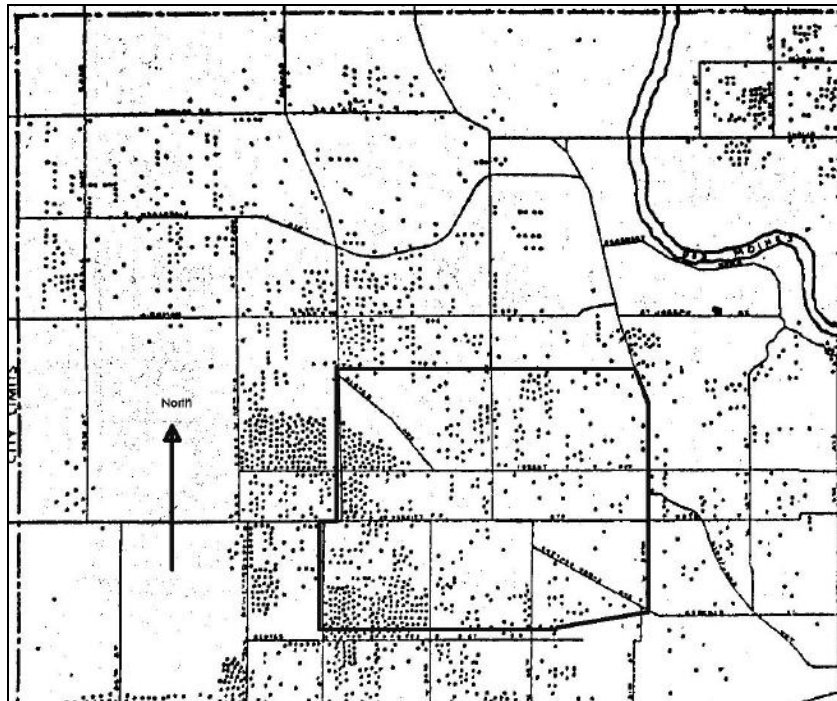


Figure 1-20: New house construction, April 1919-April 1924
(Harland Bartholomew, Des Moines Comprehensive Plan, 1939)

Figure 1-20 is the first of a series of maps that depict house construction in and around the project area. The figure places the vast majority of house building in the southwest part of the area, most notably in the Forestdale Addition. Considerable house construction is also occurring in the northern one-third of the area. Just to the west, Glendale Cemetery and the Waveland Golf Course (the north arrow is on both) formed a public boundary to westward residential growth.

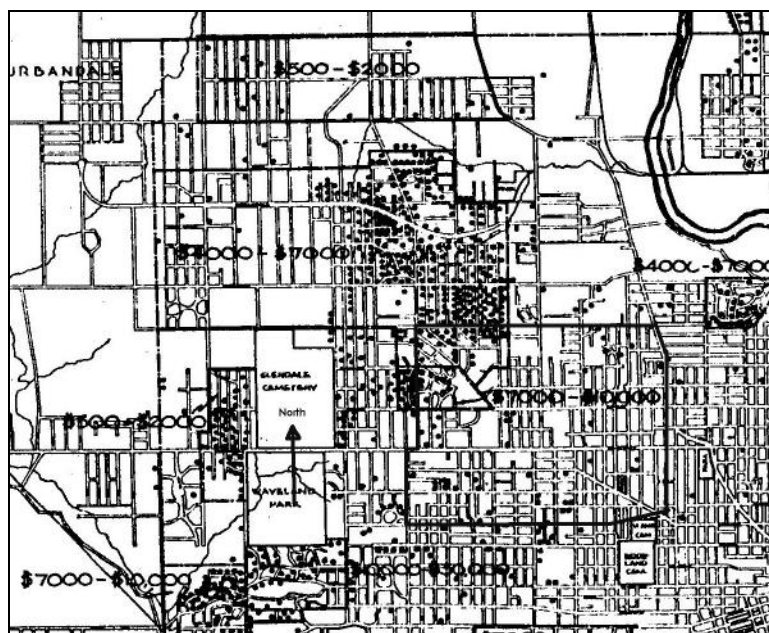


Figure 1-21: New house construction, 1928-1934
(Harland Bartholomew, Des Moines Comprehensive Plan, 1939)

Drake Neighborhood Architectural and Historical Survey:

Figure 1-21 documents new house construction during the late-1920s and early Great Depression years. The focus of this construction had moved north and west from the project area, although Forestdale was gaining its final new houses. By this time tract housing was forced to be smaller and cheaper. Houses to the northwest were costing \$2,000-7,000 each, while the Forestdale houses cost \$7,000-10,000 each. The cheapest housing range was located further out and cost \$500-2,000.

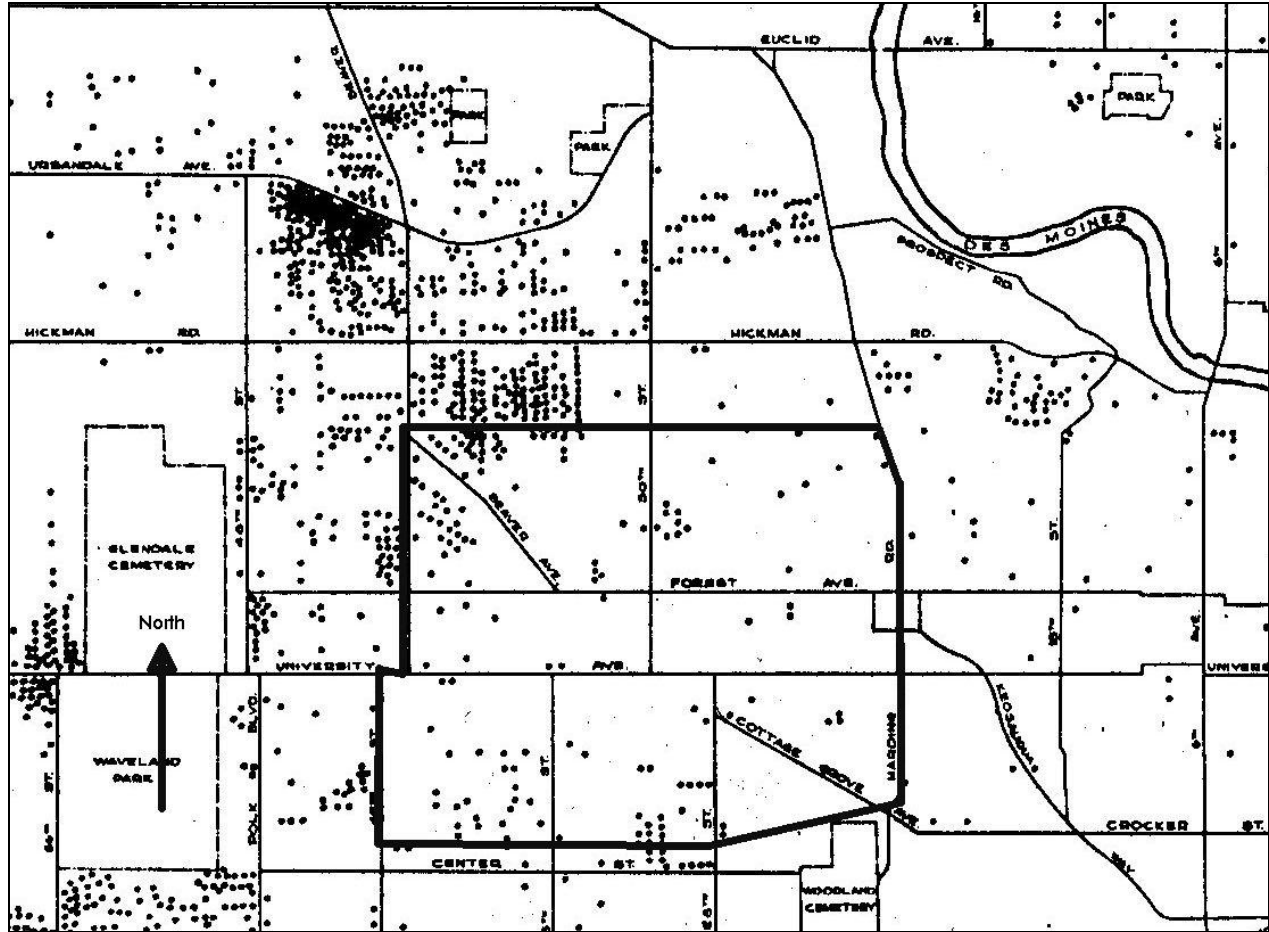


Figure 1-22: New house construction, 1927-1937
(Harland Bartholomew, Des Moines Comprehensive Plan, 1939)

While Figure 1-22 largely duplicates the new house construction period depicted as Figure 21, it is clearer in its depiction. In addition to the Forestdale houses, survey area house construction is occurring along either side of Lower Beaver Avenue, Franklin Avenue, and Kingman Boulevard and to the south of that boulevard.

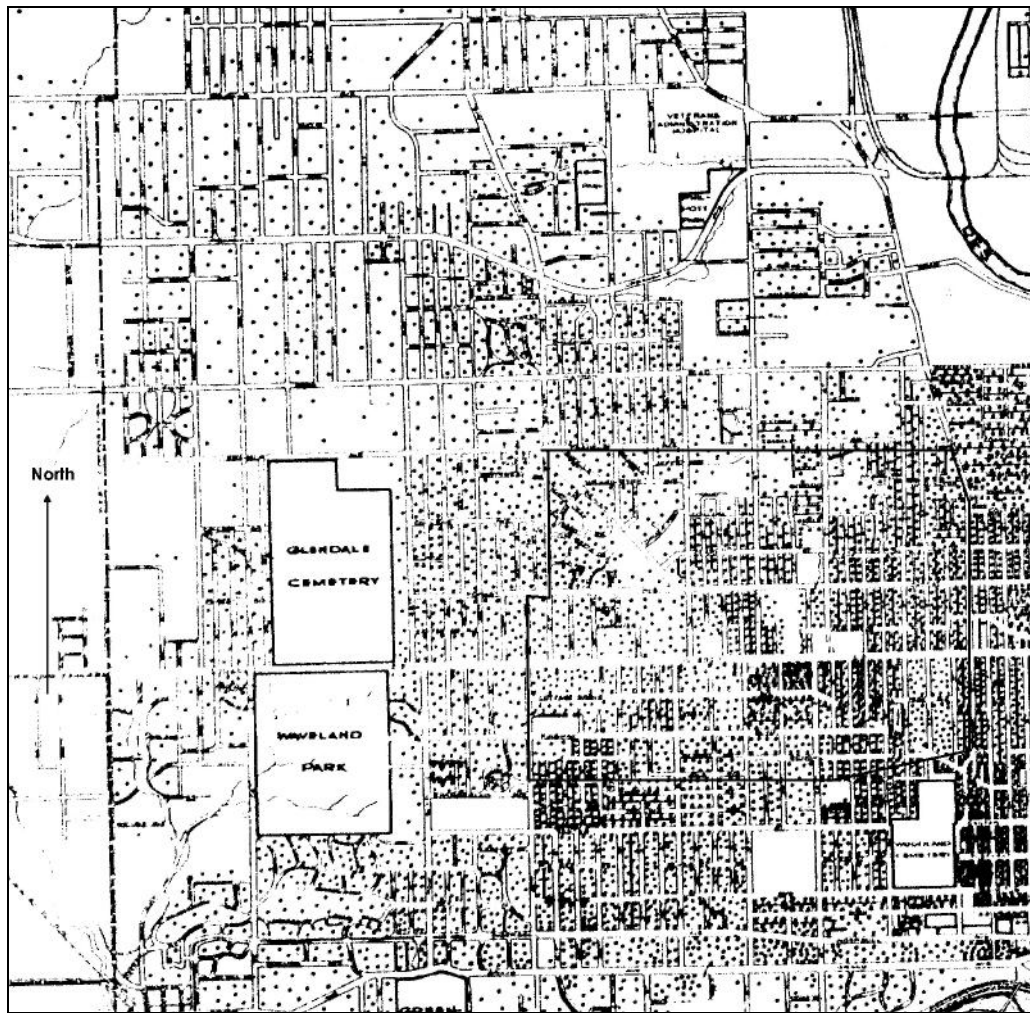


Figure 1-23: Population density, 1930
(Harland Bartholomew, Des Moines Comprehensive Plan, 1939)

Figure 1-24 depicts population density and the purpose for its inclusion is to contrast the considerably smaller households that dominated within the survey area to the west and northwest of the university area. The map data, based on the 1930 census, also reflects still undeveloped parcels within the project area.

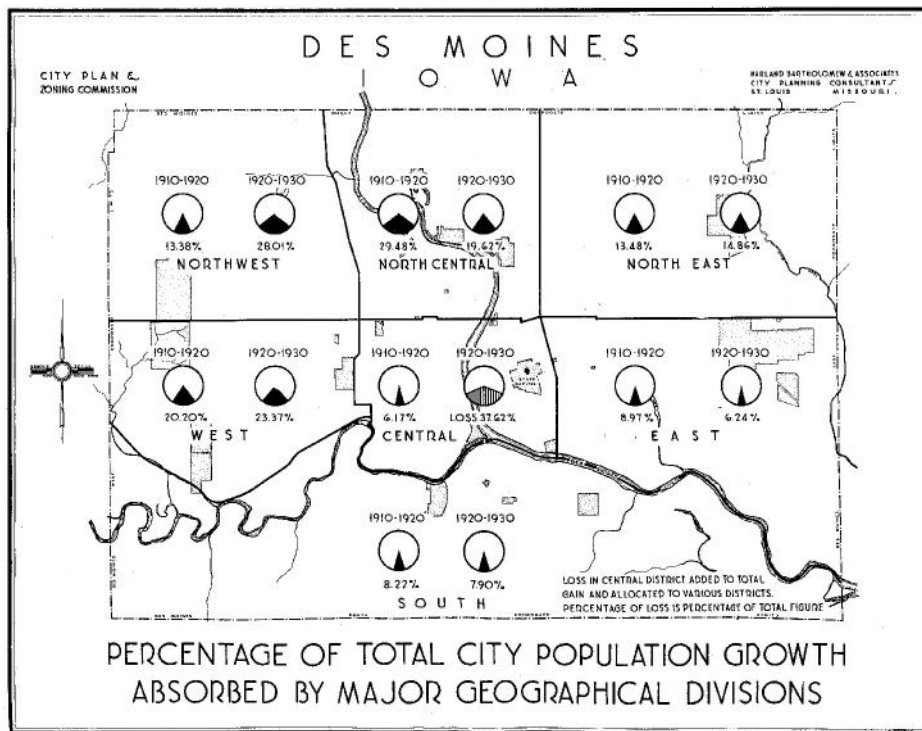


Figure 1-24: Population distribution in Des Moines, 1910-1930 (Harland Bartholomew, Des Moines Comprehensive Plan, 1939)

Figure 1-24 depicts the changing population percentages within the broader sub-sections of the city, over two decades concluding in 1930. In short the city's population was shifting from the city center to its suburban fringes. The real shift overall was to the northwest, where the population more than doubled. It is unfortunate that the city planners did not then have access to the 1940 census figures. Those numbers would have a similar trend, but with heightened growth to the west, south and northeast.

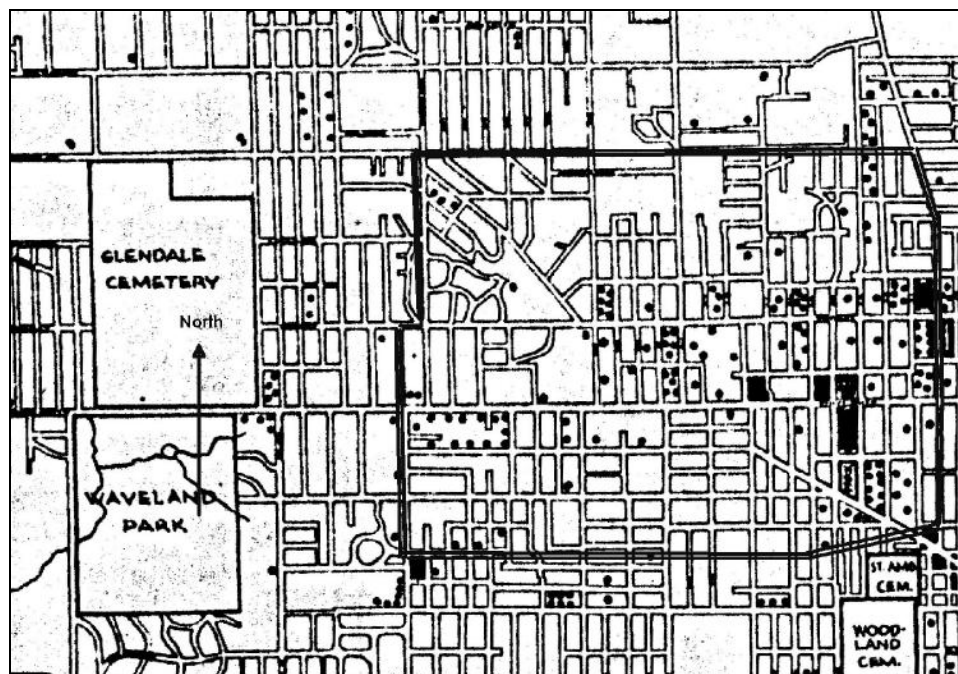


Figure 1-25: Commercial properties distribution, Des Moines, 1930 (Harland Bartholomew, Des Moines Comprehensive Plan, 1939)

Figure 1-25 appears to depict a broadspread intermixing of commercial and residential activities within the project area. Current building information shows that these are not true commercial storefronts. The majority must have been backyard or alleyway operations. The vast majority of commercial sites are located between Cottage Grove/University and Clark, north and south, and 34th Street and Martin Luther King Boulevard. The Drake University campus is the centerpoint of this concentration, with entire blocks east of the campus being shown as solidly commercial. What is striking is the near absence of non-residential activity to the south of Cottage Grove Avenue. Save for the clustered addresses shown along the north side of that avenue, and south of University Avenue, the few dots that do appear represent actual surviving storefronts.



Figure 1-26: Rough land a challenge to house-building (Des Moines *Capital*, May 11, 1916)

Much of the north portion (and the northwest corner in particular) of the survey area consisted of timbered rough ground. This particular image (Figure 1-26) looks south along what became 41st Place, towards Forest Avenue (just to the west of the survey area). The only feasible way to make this hiterto unfarmed land buildable was to lay out curvilinear roads. Forestdale, located immediately to the east of this image, is the premier plat example. Elsewhere, large tracts remain undeveloped within the cores of many tracts.

Drake Neighborhood Architectural and Historical Survey:



Figure 1-27: House construction dates
(City of Des Moines, Community Development Department, 2011)

Figure 27 provides dates for the 3,600 buildings located within the survey area. Lighter shading means earlier in construction. Black coding locates the Drake University campus.

Chapter 2: Plats Within the Survey Area:

Historical plats and their related residential architecture offer an increasingly useful means by which historical districts can be identified and explained. While a few Des Moines plats have been listed on the National Register in their own right (Arlington Plat as an example), most plat related listings base their claims for significance on plat and architecture, or simply the architecture. Curvilinear plats, where topography influenced an alternative to the otherwise relentless grid street pattern, usually produced a residential architecture that is richer in terms of design and materials. Forestdale Addition is an excellent example. Districts where the plat, usually gridded, plays a secondary role as an interpretable resource, base significance mostly on architectural grounds. The plat itself provides a historical context that explains the architecture. National Register eligible districts of this type are usually those plats that were successfully built up over a very short period of time. These plats also were the products of community builders, who strictly controlled land uses, new building minimal costs, and who usually built many if not most of the houses themselves. These plats tended to represent the work of a small number of larger scale house builders. All of these factors combine to produce a residential profile that is cohesive, unified in terms of materials and workmanship, and usually reflects the latest trends in house design and innovation.

A considerable number of plats compose the survey area. Many of these are lesser and later-date plats that simply represent opportunistic developments on small tracts that became available. Usually single developers were responsible for all of the buildings within these plats. A number of cul-de-sacs (see Randall Place, Kingman Circle) are simply infilled with identical apartment buildings along these lines. It is the purpose of this section to identify the various plats and to evaluate each plat on the basis of its architectural significance. The great majority of lesser plats have no such significance because of their scale, timeframe, or the lack of design control on the part of the owner/promoter. A number of plats were re-platted for various reasons. One of the primary findings of this study is that residential platting and subsequent house construction was by no means conducted in a sequential or contiguous basis. Another key finding is that street car lines and other major arterial routes strongly influenced the platting and development of tracts.

Plat List, Description and Survey Findings:

Alstrand Place Addition (1920):

This tract consists of five parcels on the south side of Forest Avenue, between 39th and 40th streets. The houses all date to the early 1920s. No individually significant buildings were identified and no historic district was recommended.

Andersons, Ira W., Cottage Grove Addition (1878):

Anderson is identified as a builder of early homes in this area. His addition was decimated by I-235. It is bordered by Cottage Grove (north), 22nd (east), 24th (west) and Center (south). Most lots measured 60 feet by 175 feet. No individually significant buildings were identified and no historic district was recommended.

Arnold & Sweets Addition (1905):

This tract's 48 lots are arranged in two full blocks and measure 50 feet by 138-143 feet. It is bounded on its north side by Forest Avenue, to the west by 34th and to the east by 32nd Street. Houses fronting north onto Forest ignore the lot orientation. The west half of Block 2 is now a part of "Greek Row" and the parcels there are formed from multiple lots. The rest of the houses remain intact and this is the easternmost intact plat in this

Drake Neighborhood Architectural and Historical Survey:

area relative to Drake's expansion. The east side of 34th Street and the north one-third of the west side of 34th Street is recommended as composing a residential historic district based on Greek system houses.

Barlow Place Addition (1923):

1605 and 1609 41st, south of Huntland Avenue, comprise this tract. The Fidelity Building & Securities Company built both of these homes in 1924. No individually significant buildings were identified and no historic district was recommended.

Bonds Subdivision (1922):

3925 and 3927 University comprise this small plat. No individually significant buildings were identified and no historic district was recommended.

Boulder Place Addition (1909):

1600-1634 30th and 1601-1621 31st comprise this tract. The Commercial Building and Securities Company built 1601 and 1605 31st in 1922, and Merle Ingham built the other homes on 32st in 1941-1947. No individually significant buildings were identified and no historic district was recommended.

Brownlie Place Addition (1925):

1809-1825 34th and 3330-3334 Franklin comprise this tract. The former date to the early-mid 1920s. No individually significant buildings were identified and no historic district was recommended.

Bryn Mawr Heights Addition (1908):

The Federal Land & Securities Company and the W. A. Spurrier Co., platted and marketed this extensive plat, bounded by 39th (including the east side of the street) west to 42nd Street, and Center (south end) to Crocker (north end). It contains 144 lots and the building sites sold initially for \$300-450. Ninety-six of these lots were sold by May 1917. The developers required that new house building costs had to exceed \$1,250. This plat has mostly been lost to I-235. Commercial development along 42nd Street also eliminated many houses (Des Moines *Register and Leader*, October 28, 1906; June 16, 1907).

The Federal Land Company continued to offer this 30-acre parcel in 1909. Lot costs now averaged \$400 and an installment purchase option was available. The promoters claimed that the land was the highest in the city, which was almost true. Water and gas mains, as well as sewer were in place. A heavy demand for lots over the previous half-year and a "long list of buyers" were claimed by the owners (Des Moines *Register and Leader*, May 23, 1909).

Numerous large-scale builders were active in this plat. The Commercial Building and Securities Company built up both sides of 41st Street below Crocker. Many of these homes are gone. McElroy is credited with four 1900 houses north of Rollins between 40th and 40th Place. A number of other houses date quite early. Undersfer built 856-870 40th Place in 1939. Lockard built 855-863 39th in 1923.

No individually significant buildings were identified and no historic district was recommended.

Drake Neighborhood Architectural and Historical Survey:

Cains Subdivision (1887):

This is a small six-lot subdivision of the Cottage Grove Addition, on 24th Street, north and east of the former Grant School. Lots are mostly 50 feet by 169 feet. No individually significant buildings were identified and no historic district was recommended.

Campbell Place Addition (1891):

This tract is bounded by 42nd (west), Kingman (north), 142 lots, 42nd north of Crocker St Crocker (south) and the east side of 38th (east). Fagen Place occupies the northwest portion of this area and extends west beginning at 4018 University and from 1001 42nd Street north. The tract contains 142 lots, those along University are oriented to the north. Builders R. A. Eichelberg (915-31 42nd), Kellogg Brothers (all of the west side of 41st north of Crocker), J. L. Coon built 4015-4023 School, Madden built 911-929 41st, Charles Dombach built 923-51 40th, Sam Gordon built 917-929 39th, H. W. and A. C. Crawford built 4004 and 4010 Kingman, Morris Kohn built 3802 and 3808 Kingman and 1004-12 38th (1939), Don Osburn built 1001 and 1005 38th, and Tom Irions built 1009 and 1011 38th.

D. G. Edmundson acquired 28 lots from A. M. McFarland in early 1906, but it is not known which lots were purchased or what he did in terms of developing them. He was a noted Des Moines investor in property. The purchase does show that larger groups of lots were being purchased by investors and developers (Des Moines *Daily News*, January 14, 1906).

The recommended Kingman Boulevard historic district includes the south side of Kingman within this tract.

Cases Addition, North Des Moines (1888):

This 32-lot plat is bordered by Clark (south) 20th (east), and Meek (north). The east-end lots were subdivided to allow for houses to front onto 20th Street. No individually significant buildings were identified and no historic district was recommended.

Chetwynd Addition (1910):

1206-1348 39th Street (both sides of the street) and 1241-1328 40th Street compose this extensive plat of 85 lots. The 40th Street house builders, north to south, include J. G. and O. G. Grandquist, H. G. Wallace, J. G. Larson, W. H. Hartupée and Jack and John Miller. Those on 39th Street include T. P. McNeal. Many very large and well designed houses are found on this elongated block, many of which are cited for architectural interest and a few individual houses are recommended for further investigation for National Register eligibility (1235 39th built by contractor Samuel Duro and his residence for several years and 1245 39th, said to be a singular design by architect Norman T. Vorse and his residence during his most productive years).

Clarkes, T. K., Addition (1890):

This plat is north of Atkins and is bounded by 19th Street (east) and 21st (west) and the Elmgrove Plat to the north. There are 44 lots that measure 50 feet by 125 feet. The west half of this plat is included in the recommended University Place historic district.

Drake Neighborhood Architectural and Historical Survey:

Condit Woods Addition (1959):

Randall Place consists of seven lots. These are all recent apartment buildings. No individually significant buildings were identified and no historic district was recommended.

Cottage Grove Addition (1873):

This four-block large plat was first marked off in large tracts and the current legal descriptions continue to use that platting. It is bounded by 21st (east), Cottage Grove (south), 23rd (west) and University (north). The plat is included in the recommended University Place historic district.

Cottage Grove Addition Replat (1973):

This recent re-plat includes the west side of 21st Street and the east side of 22nd Street, from Drake Park Avenue to University, and includes the properties along the south side of University Avenue except for 2126 University and 1165 1169 22nd (see Essick Square). The west half of this plat is included in the recommended University Place historic district.

Cross, J. R., Place Addition (1937):

This tract includes 1607-1647 38th Street and 1602-1648 37th Street. Builder J. R. Cross also built the houses, those on the north half of 38th being distinctive for their stone and brick construction and design. These are impressive medium-sized tract houses, built over basement garages, and most notable for their veneer materials. Many houses are cited in the architectural section for their design and materials usage.

Curtis Bluff Park Addition (1888):

This tract straddles 24th Street and is bounded by Clark Street (south) and College Avenue (north). The central street makes an adjustment to the northeast within the plat. Thirty lots are 50-60 feet wide and mostly 160 feet deep. Two lots in the southwest corner front west onto 25th Street. A planned cross-street was never laid out and likely was to mask a drainageway. No individually significant buildings were identified and no historic district was recommended.

Dallas Place Addition (1955):

This tract consists of five lots on the south side of Jefferson between 34th and 30th streets (3200, 3204, 3208, and 3224 Jefferson, but somehow excluding 3216 and 3220). No individually significant buildings were identified and no historic district was recommended.

[C. W.] Dombach's Subdivision (1892):

This 1892 plat consists of 16 lots. It has a pentagonal shape, pointed westward. Beaver Avenue and Clark are the western boundaries, Forest Avenue is the southern boundary, and 34th Street is the eastern boundary. The lots fronting eastward onto 34th Street measure 50 feet by 150 feet. The other lots are larger and front towards their respective perimeter streets. No individually significant buildings were identified and no historic district was recommended.

Drake Neighborhood Architectural and Historical Survey:

[Drake University] **Subdivision of Lots 2 and 4 of Original Plat, Sec. 5, Township 78, Range 24 (1881):**

This was one of the plats that provided funding for Drake University. The plat lacks a distinctive title due to its being a replatting. The plat is included in the recommended University Place historic district.

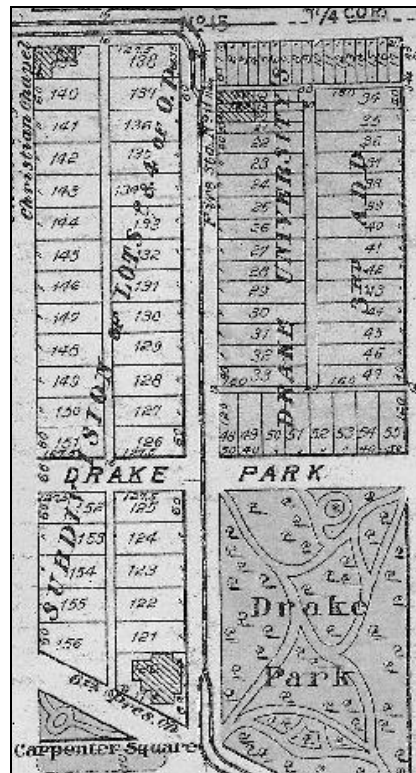


Figure 2-1: Subdivision of Lots 2 and 4 of Original Plat

Drake Athletic Park Addition (1903):

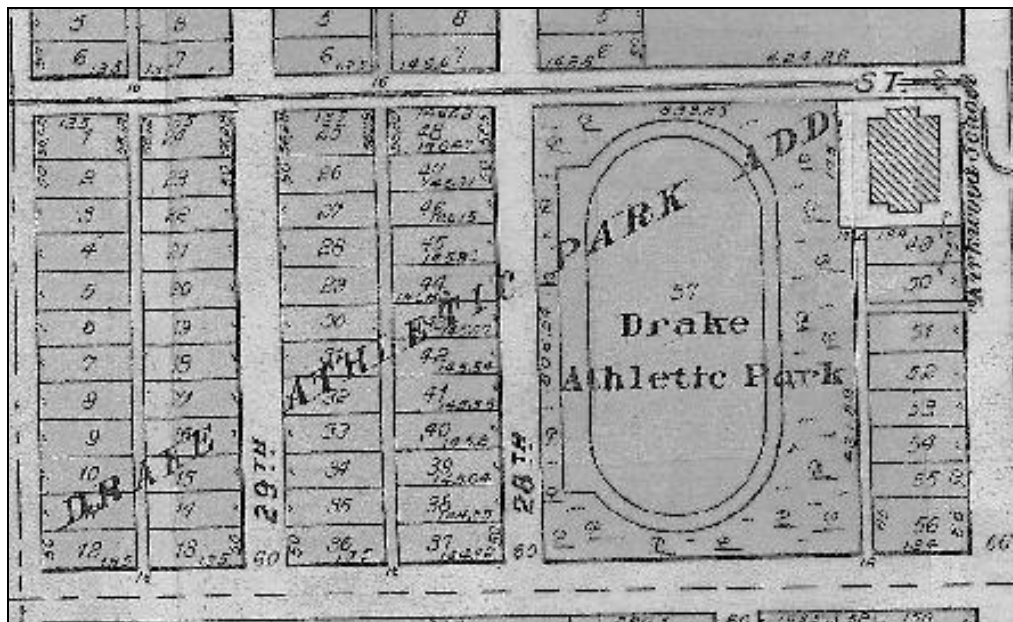


Figure 2-2: Drake Athletic Park

Drake Neighborhood Architectural and Historical Survey:

Norman Haskins owned the land to the west of the stadium and he agreed to donate the stadium parcel in 1903 premised on a \$2,000 cash match to be raised by the university. Dr. D. R. Dunagin owned the land just to the west and offered to donate one-fourth of the sales proceeds if Drake University would plat and sell the parcel. Note that the addition includes the stadium proper and includes eight lots to the east of the stadium, South of Kirkwood School. All 48 lots were pounded off within three hours and the university netted just \$3,500, an amount insufficient even to grade the stadium site (Des Moines Tribune, April 28, 1925, Recollections by J. H. Stockhan). The stadium block is included in the recommended expanded Drake University campus district.

Drake University's [1st] Addition to the City of Des Moines (1887):

Drake University initiated some of its own plattings, independently of the University Land Company and these land holdings were located to the south of the campus. Curiously, the Drake house lots were narrower, measuring 40 or 48 feet in width and 128 or 160 feet in depth.

The Drake University plats advanced eastward, to the south of the campus. Logically they started immediately south of the campus. The earliest houses on these plats should actually be slightly later in date as one proceeds eastward.

The four university plattings totalled 201 lots and three auctions netted \$83,194 in sales. It would appear that these plat offerings had the cumulative advantage of increased land values due to the earlier success of the land company plats and sales.

The land deal and its platting and sale moved with lightning speed. The land was purchased from J. B. Stewart and the Sibley Estate in early June 1887 for \$17,500. Just two weeks later the auction was conducted and 4-500 potential buyers were on hand as auctioneer H. B. Allison pounded off the lots. In just three hours \$30,237.50 was raised. This was the first such auction to be held "in several years" (Des Moines *Iowa State Register*, June 19, 1887).

DRAKE UNIVERSITY'S ADDITION TO DES MOINES.

These
BEAUTIFUL LOTS,
Mostly covered with stately forest trees, situated between the Campus of Drake University and Cottage Grove Avenue, with street car, side walk, postal, school and other SUPERIOR FACILITIES, and in an excellent community, will be

OFFERED FOR SALE!
To the Highest Bidder,
WEDNESDAY, June 15, at 10:30 A. M.
TERMS: One-Fifth Down, Balance on or Before Ten Years.

Here is a rare opportunity for homes or investments, in the very best residence property now on the market. Special inducements announced on the grounds to those erecting good dwellings. Reduced railroad fare to those from a distance. **LET EVERYBODY COME.**
H. B. ALLISON, Auctioneer.

Figure 2-3: Drake University's Addition (Des Moines *Iowa State Register*, June 12, 1887)

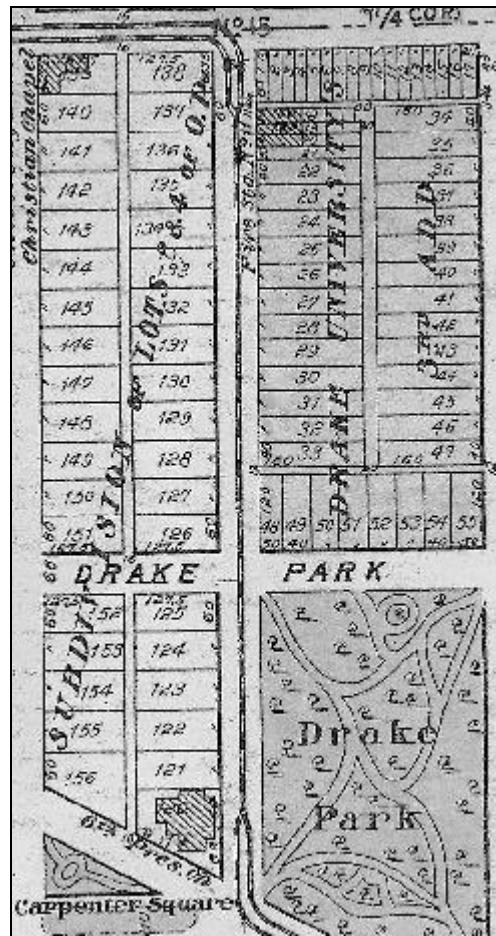


Figure 2-5: Drake University's Third Addition

The plat is included in the recommended University Place historic district.

Drake Park:

The Drake estate owned the tract at the time of General Drake's death in 1903. The land remained unplatted and any linkage with the earlier Drake University land sales is not documented. In the fall of 1904 it was reported that F. M. Drake intended to move to the city and would build "one of the best residence blocks in the city" on the parcel. In mid-July 1905 it was rumored that the parcel would be laid out in 30 lots. The parcel was, curiously, fenced off and contained "large tall trees." The asking price for the whole parcel was \$37,000 and the Park Commission was urged to acquire it for park purposes, the only other area "park" being the university campus. Resident George B. Peak, President of Central Life Assurance Society urged:

The city owes it to Drake university and to University Place. One of the best residence districts of the city is without a park, and this would be an ideal location. The grounds of Drake University are rapidly being filled with buildings and the patronage of the college is growing rapidly. Soon there will be no Campus, and no place for the residents of University Place. The Drake heirs have given more than \$200,000 to the University, so it would be out of the question to ask them to donate this tract of ground.

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The 5-acre purchase was made by the Park Commission, at the price of \$28,000, with an up-front cash payment of \$3,000, with annual \$5,000 payments until the full price was paid off. The *Register and Leader* noted that the tract was “one of the prettiest vacant properties in the city.” The fence was to be removed and the site cleaned up and a few benches added. Otherwise any substantial beautification effort was to be undertaken in subsequent years (Des Moines *Register and Leader*, September 22, 1904; July 19, 30, 1905).

The park is included in the recommended University Place historic district.

Dyer Place Addition (1921):

This tract consists of eight lots on the east side of 27th, south of Franklin, and both sides of Wrenwood Street. The houses east of 27th date to the early 1940s. Builders Dyer-Martin built 1705 and 1709 27th and Thompson built 1805 and 1809 27th. Young built 1704 and 1708 26th in 1941. Miller built 1816, 1820 and 1824 26th in 1942, and Sargent 1815, 1817, 1823 and 1827 in 1948. No individually significant buildings were identified and no historic district was recommended.

Eckels Place Addition (1922):

This tract consists of 21 surviving lots, on 41st Street between I-235 and Crocker Street (812-872 41st). Commercial Building and Securities Company built these houses but only those on the east side of the street survive. These are high-terraced bungalows. The street was a popular sledding venue prior to the interstate construction. No individually significant buildings were identified and no historic district was recommended.

Eloise Manor Addition (1957):

This tract consists of six lots, Jefferson west of 30th (3001, 3009, 3015, 3019 Jefferson). The houses are of the late-1950s ranch and contemporary vintage, are located along a curved street on large irregular lots. These are interesting later house designs vis-à-vis this survey area and some are cited in the architectural section. No individually significant buildings were identified and no historic district was recommended.

Ernhurst [Woods] Addition (1910):

This plat represents the first real estate venture of the Iowa Loan and Trust Company. That firm had just formed a special department for that new venture. The plat was hyped in 1909 as being “one of the finest residential tracts” in the city and one of the largest, containing 112 lots. The lots were said to be large and highly placed, and well shaded. R. B. Peters was the tract owner when it was platted. Lots came in two sizes, 70 feet by 200 feet costing \$700, or 100 feet by 200 feet, costing double that. Peters intended to build a \$5,000 personal residence in his plat. H. M. Patten secured five lots and announced plans to build \$4,000 residences on each of those (Des Moines *Register and Leader*, May 23, 1909).

The plat is on the north side of University Avenue, between 41st and 44th streets. Its easternmost block, between Forest and University contains a nearly complete infilling of square house plans and these have been previously identified as comprising a National Register residential district. Most of the houses pre-date 1919, with the east half of the block being slightly younger in its up-building, 1913 plus.

Drake Neighborhood Architectural and Historical Survey:

Essick Square Addition (1917):

This three-lot parcel is located on the southeast corner of University Avenue (2124) and 22nd Street (1165, 1169). No individually significant buildings were identified and no historic district was recommended.

Fagen Place Addition (1908):

Mack Olson bought four acres from the Fagen heirs in 1906 and announced plans to plat these in 100-foot wide tracts (Des Moines *Daily News*, June 22, 1906).

This plat is included in the proposed Grace United Methodist/Cottage Grove residential historic district.

Ferguson Place Addition (1927):

Five lots (four houses), east side of 30th Street (1601-1611). These houses are on the east side of the street and north of College Avenue. No individually significant buildings were identified and no historic district was recommended.

Five Oaks Addition (1912):

The Union Realty Company developed this tract, consisting of 44 lots, and located at 30th Street and Center. They offered reasonable building restrictions, with five oak trees per lot (Des Moines *Register*, June 12, 1912).

The west side of 30th (906-932) survived the building of the interstate. Rehman Bros. built the southernmost four of these in 1919. The houses at 907-1025 31st also survive (east side of street). No individually significant buildings were identified and no historic district was recommended.

Floral Hill Addition (1913):

This tract represents a former greenhouse (Iowa Seed Company) tract that wasn't platted until 1913. It is composed of four blocks that are bordered by Center (south), Kingman (north), 30th (east) and 31st (west). Rehman Bros. built 902-914 30th in 1919. Johnson built 3018 and 3022 Kingman in 1930. The I-235 construction decimated the tract below Crocker Street. The delayed residential development allowed for the introduction of later-date homes, some of which appeared along the south side of Kingman Boulevard. Some houses are cited in the architectural section, but no individually significant buildings were identified and no historic district was recommended.

Ford Place (1909):

This tract consists of 26 lots located on Crocker Street (3303-3415) between 33rd-35th streets. The houses on the south of the street were lost to I-235. No individually significant buildings were identified and no historic district was recommended.

Forestdale Addition [replat 1924-5-8] (1916):

Burt German developed this curvilinear plat just before World War I but just two houses date to 1917. The tract represents one of the latest areas that were developed, due to its rough terrain. Given its concentrated promotion and development, it yielded a unified architecture, consisting of Craftsman, and the various revival

Drake Neighborhood Architectural and Historical Survey:

Hickory Knoll Addition (1921):

This plat consisted of just four lots along the east side of 28th Street, between College Avenue and Meek Street. No individually significant buildings were identified and no historic district was recommended.

Hollandale Addition (1924):

This plat is bisected by Marella Trail. The tract had deeper setbacks and tight building controls and had the potential to yield a unified range of revival style cottage designs. The north side was largely built up in this manner but the south side of the street was built up during the 1950s and consequently the resulting mix leaves the parcel just shy of being recommended as a potential historic district. A good number of very interesting designs are cited in the architectural section and a notable area feature is the heightened use of stone, beyond the simple ornamental function, in combination with brick. The Tudor Revival style predominates and the area of architectural interest continues to the southeast, beyond this plat to 38th Street (see J. R. Cross Addition).

Hunter Tract Addition (1886):

This is a large tract that is bordered by 36th, 38th streets, University Avenue and Forest Avenue. It was previously owned by F. A. V. Ingersoll and consisted of just over 33 acres. A substantial drainage and uneven terrain across its northern half delayed development and much of was replatted. The result is a scattering of houses and apartments, on oversized and uneven lots. Larger apartment complexes occupied large parcels and one is centered in the middle of a block. There are some interesting house designs (see architectural section) but no individually significant buildings were identified and no historic district was recommended. The tract was first marketed as Drake Place Acreage and then was finally replatted as Chetwyn Addition in 1910.

Acreage Near Drake University
36th Street To 38th Street

FOREST AVENUE

OUR ACREAGE

DRAKE UNIVERSITY BUILDINGS AND CAMPUS.

UNIVERSITY AVE (CAR LINE)

In the center of the fastest growing residence section of Des Moines. At the price we are offering this acreage you can't afford to let the opportunity slip by.

One 5-acre tract.....	\$3,800
Four acres and \$4,500 house.....	\$4,500
Splendid building lots, 100 by 200.....	\$650 to \$900
Splendid building lots, 100 by 310.....	\$1,000

Any size lot you want.

Can you beat this for a home or for an investment?

BUY FROM THE OWNERS.

Hunter Bros.
With Des Moines Fire Insurance Co.

EASY PAYMENTS ARRANGED

Figure 2-8: Hunter Brothers “acreage” (Des Moines Capital, April 24, 1908)

Drake Neighborhood Architectural and Historical Survey:

Inghams 2nd Addition (1923):

This tract extends from 27th to 30th streets and Clark Street is its southern boundary. Saucerman's University Place Addition borders it on the north. The plat comprises four blocks or parcels. The western three of these contain a total of 30 lots that measure 50 feet by 135-46 feet. A large parcel "D" on the east end measures 306 feet by 424 feet. University expansion has obliterated any houses to the east of 28th Street. The rest of the plat survives and is fully built up. No individually significant buildings were identified and no historic district was recommended.

Ingleside Addition (1890, 1904):

This is the final Drake solo-land deal having the purpose to fund specific new buildings, the Law Building and Bible Hall. The target return was \$25,000. Billed as "the largest auction of town lots ever held in the West" offered all 120 lots, described as being high and dry and "located in the finest residence portion of the city." Further research is needed to determine how Drake obtained the parcel, which was covered with second-growth trees ("trees of advantageous size") and blue grass, and how the university fared. The plat was close to both the Clark Street (two blocks south) and the new 20th Street streetcar lines (also two blocks away). Note that the advertisement titles the auction the "Drake University Auction Sale" (Des Moines *Register and Leader*, April 18, May 4, 1904).

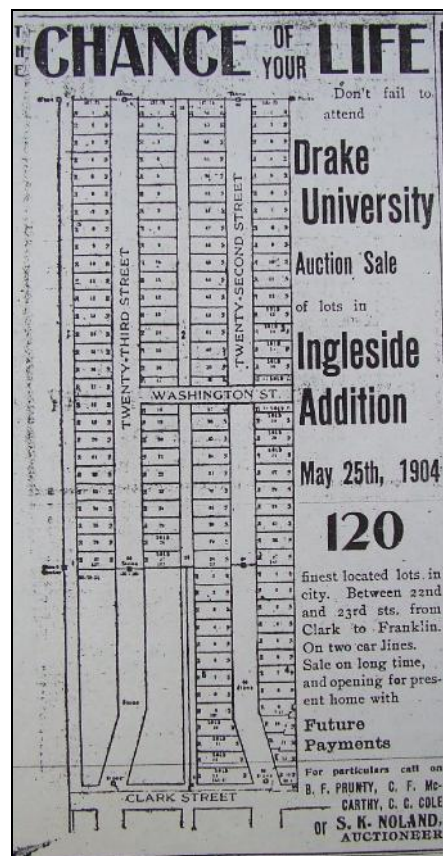


Figure 2-9: Ingleside Addition (Des Moines *Register and Leader*, May 4, 1904)

A recent buyers' list, issued in mid-1909 listed 15 names. It was noted that many buyers had already built homes and "nearly all" contemplated building that summer (1909). The initial offering of 48 50 feet by

Drake Neighborhood Architectural and Historical Survey:

136 foot lots, apparently comprised the west half of the lots fronting on 22nd Street. What was described as a novel selling approach consisted of having descriptive tags posted on each lot. A buyer took the tag to the salesman and as little as \$5.00 a month closed the deal (*Des Moines Register and Leader*, May 23, 1909).

While there is no question that the lot sales successfully met the expectations of the University, the rough nature of the ground and delayed development resulted in a mix of smaller and less pretentious housing, largely consisting of bungalows and cottages. Consequently no individually significant buildings were identified and no historic district was recommended.

Iola Place Addition (1913):

This plat consisted of 26 lots on Iola Avenue, between 33rd and 35th streets. This is a bungalow tract with high terraces on both sides of Iowa Avenue. The tract was previously recommended as being National Register eligible as a residential historic district and this is reconfirmed by this survey. A number of major bungalow builders built multiple homes here, particularly the several Coon brothers.

Kauffman Place Addition (1906):

This plat consists of 40 lots, located between 35th and 37th streets, University Avenue and Cottage Grove Avenue. The resulting housing stock, including the St. George Greek Orthodox Church and Prine Apartment block, includes a number of very interesting house and other designs (see architectural section) but no individually significant buildings were identified and no historic district was recommended.

Kellastone Addition (1917):

This plat consists of 33 lots that are located on 37th and 38th streets between University Ave. and Cottage Grove Avenue. These are substantial house designs and many are cited in the architectural section, but no individually significant buildings were identified and no historic district was recommended.

Kellastone Replat Addition (1920):

This small plat consists of just four lots that are located on the east side of 38th Street, south of Cottage Grove and to the west of Grace United Methodist Church. No individually significant buildings were identified and no historic district was recommended.

Kenwood Addition (1918):

This plat consists of 13 lots on 39th St. south of University Avenue. The lots are arranged in a cul-de-sac. Chiefly bungalows, the homes here were built by a handful of house builders and many are of architectural interest but no individually significant buildings were identified and no historic district was recommended.

Kingman Court Addition (1950):

Like Kenwood Addition, this 10 lot tract is designed as a cul-de-sac. The plat is south of Kingman, between 40th Place and 41st Street. The access street is called Kingman Circle.

Kingman Estate Addition (1914):

Drake Neighborhood Architectural and Historical Survey:

This tract was first called the Partition Plat of the East ½ of the Northeast ¼ (Section 6) or the Kingman Estate. It contains 60 lots and extends from Center (south) to Kingman (north), and west from 28th Street and to 29th Street. The lots fronting Kingman and flanking School are smaller (98-105 feet by 150-198 feet) while the lots to the south, oriented east/west, measure 106-114 feet by 244-318 feet). A few houses along the southern boundary were lost to I-235. Builders include Rehman Bros. (903, 909 30th), Eades and Dye (931-941 30th), Floyd Wallace (2842, 2848 Kingman), Newlin (2800, 2804, 2808, 2812 Kingman, and 1020 and 1026 28th, 1918), Wallace 1012, 1016 28th, McNeal (2819-21 School, 1929), Leisure (1002-04 28th), Bender (920-22 28th) and Proctor (904, 910, and 914 28th) and Proctor (914 28th?).

Kingman Place Addition (1889):

This plat consists of 191 lots that front south along Kingman Boulevard and along both sides of , Rutland Avenue and Cottage Grove Avenue, between 28th and 31st streets. The tract is largely listed on the National Register of Historic Places as the Kingman Place Historic District.

The platting of this parcel necessitated the re-direction of Cottage Grove Avenue. Previously it had continued its angled northwest approach to University Avenue. As a result of this platting, the 45 degree turn westward was at 28th Street.

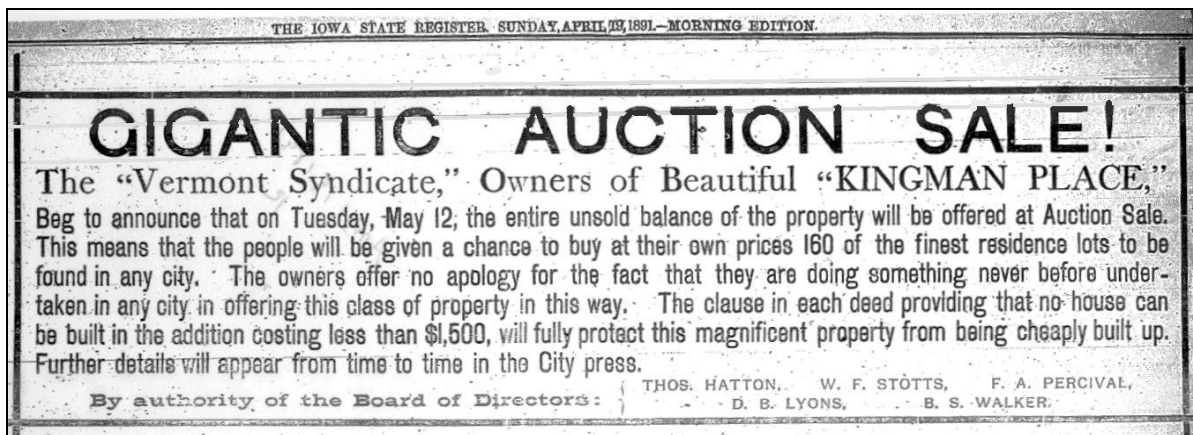


Figure 2-10: Kingman Place Lot sale, 1891 (Des Moines *Iowa State Register*, April 19, 1891)

Kingsdale Addition (1920):

W. H. King and the Corn Belt Land & Loan Company were the sales agents for this tract, located between 34th and 38th, streets, and between Washington and Franklin avenues. The sizable tract contained 85 acres. Lots were of varied size and cost \$500-1,200. The east block was traditionally laid out, but the west block confronted very uneven topography. A diagonal through-street either was never finalized or its northwest egress to Franklin Avenue was lost, and today a cul-de-sac with very recent houses dominates that block. The houses on the perimeter of the block include many that are cited in the architectural section. Those along the east side of 38th Street are predominantly Tudor Revival in style and represent fairly substantial house designs. The houses in the east block are more traditional tract houses and were mostly built by a small number of builders.

Kirkwood Glen Addition (1889):

This plat employs a bit of the curvilinear plat in its street layout. It straddles 24th and 24th Drive between College and Franklin avenues. Large tracts (100 feet by 125-435 feet occupy the southwest part of the plat

Drake Neighborhood Architectural and Historical Survey:

south of Washington Street. Regular lots, 50-60 feet in width and 130 to 165 feet in depth (the deeper lots being west of 24th Place). Large tracts (lots 53 and 54) in the southeast corner of the plat were later re-platted into nine lots of the usual width and varied lengths (Original Plat of Lots 53 & 54, Kirkwood Glen). 24th Place was later angled through the southwest corner and Lots 57 and 58 were also replatted or at least cut up and sold off. Builder D. W. Snyder built the houses fronting south on College Avenue to the east of 24th Place (in 1918). Builder Ed Cutler, built many of the houses on the east side of the north end of 24th Drive in 1911. Lot

Knox Place Plat 2 (1915):

This 20-acre tract was in the running as a potential location for Roosevelt High School until the latter part of 1917. Burt German (First & Second Mortgage Corporation), bought the 126-lot parcel (bounded by Center Street (south), Kingman (north), 35th (east) and 38th (west) but he sat on the property for some time. Lots were initially marketed for \$900-1,500. German's company was building ten houses at a time and the plat had a distinctive 40-foot setback requirement, with houses having to cost \$3,500-4,500 to build new. The newly-established Crocker Street streetcar line was developed in anticipation of the high school and was now a positive feature for the parcel. The actual plat was laid out in 1915, but must have been held in abeyance due to the high school matter. It wasn't finally marketed until 1920 and much of its infill dates as late as 1939. The plat features one curved street (36th) and slightly later-date houses than is found in the surrounding plats. The houses include numerous brick and stucco examples and one apparently purposeful focal point, was original decorative water tables, executed in brick (*Des Moines Register*, August 17, 1917).

This area is of some interest because it represents one of several instances where housing infilling was substantially delayed. Consequently the houses here more uniformly date from the late 1920s and early 1930s. While no historic district was identified, a great many houses are cited in the architectural section. The houses are clearly more experimental and evidence custom design than most areas within the survey area. Most of the houses fronting east on 35th Street are of particular interest as well.

Kraetsch Place Addition (1927):

This tract consists of five lots that are located on the south side of Forest Avenue, west of 34th Street. Two three-story brick apartment blocks occupy the westernmost two lots.

Landers Place Addition (1921):

This tract consists of 15 lots that are located on Mondamin and College avenues, to the west of 27th Street. No recommended district or individually significant buildings were identified.

Lanelle Square Addition (1915):

This tract includes 13 lots that are located between 39th and 40th streets, to the north of Kingman Boulevard.

Lanewood Place Addition (1941):

This small tract consists of just four lots that are located on the south side of Lanewood, in the east central end of the Forestdale plat. Three houses, dating 1941-47 resulted from the re-platting. All are included in the proposed Forestdale Historic District.

Drake Neighborhood Architectural and Historical Survey:

Lawndale (?):

This tract was owned by T. M. Walker-bounded by University (south), 30th and 31st, east and west and Carpenter to the north. Platted as 50 25 feet by 134 feet lots, this parcel has been completely obliterated by the expanding campus and the angled correction road between 31st Street to the south and 30th Street to the north. It is also the only platting effort to employ narrow lots of this scale. The *Delphic* described this plat, then located three blocks west of campus as being beautiful, “handsomely shaded” with paved streets. Walker advertised that he would pay the university five percent on any student lot sales (*Delphic*, June 1890).

Lawnridge Addition (1917):

This plat contains 15 lots that are located between College and Meek avenues, to the west of 27th Street. The south half of the block was completely built up by just two builders. No recommended district or individually significant buildings were identified.

[J. B.] Lockes Subdivision (1905):

The tract contains 16 lots, most of which measure 50 feet by 175-200 feet (the central three lots are 290 feet in length, Lot 10 being 100 feet wide). The boundaries are Kingman (south), 32nd (east) and 33rd streets (west). A dozen houses occupy the parcel, eight of which front south to Kingman. Builder Roy Coon built 3225 and 3221 Kingman, while W. H. Smith built 3215 and 3219 in 1948-1951.

[James H.] Loper’s 1st Addition (?):

Just eight lots, measuring 50 feet by 127 feet, comprise this small tract, bordered by University Avenue (north) and 31st Street (east). The buildings on the parcel ignore the north/south orientation of the lots.

Lot 23, Lyons Park Addition (?):

This tract was originally J. H. Macomber’s Subdivision of Lot 23, Lyon’s Park. It occupies the east third of the block that contains Lyons Park Replat. There are 9 lots which measure 35-50 feet in width and 130-198 in length. The lots front north to Kingman, east to 31st and south to School Street. Originally the south fronting lots projected 17 feet (into School Street) beyond the plat boundary to the west. Builder McNeal built 3100 and 3106 Kingman.

Lyons Court Addition (1918):

This addition was established in mid-1916 and contained 29 lots. The Realty Clearing House Company was the developer. It was bounded by Kingman (south), Rutland (north), 33rd (east, north of Rutland) and 35th (west). It was first envisioned as a bungalow court and it is likely that Rutland was graded and continued across the block as a part of that plan. The south eastern part of the plat was re-platted as Wilametta Addition (*Des Moines Register*, June 4, 1916).

Lyons Park Addition (1883):

This tract consists of 42 large which measure 209 feet by 300-352 feet. It is bounded on the north by University Avenue, by Kingman to the south, on the west 35th Street and to the east by 31st Street. Smaller plats intrude in the northeast and southeast corners. It was sold off and replatted as Lyons Park, Lions Park #2, and Wilametta. The plat remnant comprises the block bounded by 35th (west), University (north), 33rd (east) and

Drake Neighborhood Architectural and Historical Survey:

Cottage Grove (south) and the northwest corner of the block to the east. Apartment buildings occupy most of the University Avenue lots.

Lyons Park Plat No. 2 (1963):

This re-plat is the southern two-thirds of the block bounded by Cottage Grove (south), 31st (east), University (north) and 33rd (west). Builder Stringfellow built 1115, 1117 and 1119 33rd in 1923.

Lyons Park Replat (?):

This tract was originally the Subdivision of Block A, Lyons Park. It consists of 11 lots. Those to the north measure 75-100 in width and 200 feet deep, while those to the south measure 50 feet by 133 feet. It is bounded by 33rd Street (west), Kingman (north), and School (south). Macomber's Addition occupies the east third of the block. A. J. Coon built 3125 School Street.

Lyons Place Addition (1922):

This plat includes 21 lots located between Kingman Boulevard and School Street and 31st and 33rd streets. A small number of builders were responsible for all or most of the houses on this block. No recommended district or individually significant buildings were identified.

Marquardt (North Des Moines) Addition (1885):

This larger plat straddles 22nd and 23rd streets north of Forest, with 21st Street as a partial eastern boundary. The former Josiah Given/Summit School occupied a six-lot subset of a Lot 46 (unidentified) in the northeast corner of the plat. Lots were numbered by blocks, there being one complete block and two partial blocks at either end of the plat. Lots were wider, most being 55 feet wide, with depths varying from 157 to 164 feet. The westernmost line of lots measured 60 feet by 98 feet.

Mattes Place Addition (1919):

This plat contains 10 lots that are located to the south of Forest Avenue, and between 40th and 41st streets. No recommended district or individually significant buildings were identified.

Merritt & Fischers Park Addition (1887):

This tract is square in form and is bounded by Forest (south), College (north), 30th (east) and 34th (west). Eight blocks contain 24 lots (50 feet by 130-43 feet) each, save for two partial blocks in the southwest corner that are half-sized due to the presence of the Rutledge Place Subdivision. The southernmost lots along Forest Avenue have largely been reoriented to that avenue. A large number of house builders built clusters of homes within this plat. Osburn (1925) built 3015 and 3021 Forest Avenue. There are Gordon Van Tine pre-cut houses at 1435 3rd Street and 1504 33rd Street. The Commercial Building and Securities Company built 1544 and 1548 31st Street. Nolan (1923) built 1415 and 1419 33rd Street. Woods (1927) built 1427 and 1431 33rd Street. Fidelity Bank and Insurance Company built 441 and 445 34th Street. McNeal built 1541 and 1549 34th Street.

The blocks between 30th and 31st (and west side of the latter street) north of Clark have been identified as a potential historic district due to the large and higher-quality houses that were built here. The district might continue south of Clark.

Drake Neighborhood Architectural and Historical Survey:

Meyer Place Addition (1923):

The tract consists of 39 lots, with its lots fronting west on 34th Street, along both sides of Jefferson Avenue, and fronting north on Franklin Avenue.

Morgan Place Addition, also known as Pelton Place (1945):

This plat contains just four lots and these are located to the west of Randal Place on the south side Forest Avenue. This collection of 1920s cubic house plans is linked by a winding alleyway that links Forest Avenue and Hunter Avenue to the south. Arguably the most private place to live within the survey area. The platting is after-the-fact given the disparity between the ages of the housing stock and the platting date. This rough terrain (a drainage runs diagonally to the immediate east) dictates irregular building patterns, but this is the most irregular of such patterns to be found.

Nelson Heights Addition (1917):

This tract 31 lots and is bordered by 32nd Street (east), 33rd Street (west), the houses fronting south along Mondamin Avenue (north) and College Avenue (south). A few builders (Carl Varsell, Grandquist, Coon and Walker) built all of the houses.

Oak Lee Replat Addition (1930):

Just nine lots comprise this plat, all of which are along the south side of Franklin Avenue, to the east of Marella Trail. The houses are placed on lots that drop in elevation away from the main street, so foundations appear to be raised. The housing stock is principally Tudor Revival cottages and many homes were built in groups by single builders. A number of these cottages are cited in the architectural section.

Perigo Place Addition (1922):

This tract had its origin as Lot 23 of Burnham and Lazenby's Subdivision. It contains 15 large lots that orient east/west to 32nd and 34th, and south to University Avenue.

Plain View Addition (1913):

This addition contains 26 lots, all of which front onto Plainview Drive, to the east of 42nd Street, to the north of Kingman Boulevard. Plain View Drive turns and links Kingman with 42nd Street to the west, and consequently it is a less-travelled street, being off the grid. It is a bungalow street but its architecture falls short of meeting a historic district threshold. Several houses are cited in the architectural section however.

Pleasant Place Addition (1911):

H. J. Tillia platted and promoted this tract. It is bounded by Center-Lyons or Crocker to the south, and School on the north, and from 31st to 33rd, east to west. It contains four blocks and 88 lots, measuring 50 feet by 139-142 feet. These were first sold for \$500-800, and at least 35 lots were sold in 1908. The northern two blocks survived the I-235 construction intact, while those to the south were largely obliterated. Builder A. J. Coon built all of the houses along the south side of School Street (*Des Moines Register*, May 23, 1909).

Drake Neighborhood Architectural and Historical Survey:

Pleasant View Addition (1909):

H. J. Tilia, Center-Lyons or Crocker & School, 31st to 33rd, 88 lots, \$500-800, at least 35 lots sold in 1908.

Ridgewood Addition (1887):

This plat contained 48 houses located on six lots, between 31st and 32nd streets, Forest and Carpenter avenues. New Drake University apartments have obliterated the residences.

Rutledge Place Addition (1919):

This 12-lot tract was originally the Griffis Subdivision (a part of Lot 5). It was replatted under this name. It is bounded by Forest Avenue (south), 32nd (east) and 34th Street (west). It occupies the southwest corner of the Merritt and Fischer's Addition. There are 12 larger lots, with those on the south end of the parcel being oriented to Forest Avenue. No recommended district or individually significant buildings were identified.

Saucermans University Place Addition (1908):

This tract is a very narrow long rectangular parcel, located midway between Clark and College, and between 27th and 30th streets. Fifteen lots comprise three blocks. The western two blocks have lots that measure 55 feet by 146 feet. The east block contains four larger tracts, that measure 80 feet by 285 feet. Meek Street runs along the north side of the east block. Drake expansion has obliterated that portion of the plat. The western two blocks are fully infilled with bungalows. Builder S. B. Duro built some of these on 29th Street. No recommended district or individually significant buildings were identified.

Sawtell Place Addition (1923):

This tract contains 18 lots located along the north side of Clark Street, between Beaver Avenue and 34th Street, and along the west side of 34th Street.

Seeburger Place Addition (1919):

This four lot platting is located on the west side 28th Street at and south of School Street.

Shepherdsons Addition (1892):

This plat straddles 21st and 20th Street Place, with Meek Avenue as a southern boundary, with a row of lots lying north of Mondamin Avenue as the northern one. The plat offered very narrow lots that measured just 25 feet by 100-132 feet. Fidelity Insurance Company built houses in the northwest corner. Risser built houses on 20th (MKL Parkway).

Smith's Additions, First-Fourth (1890):

This was Drake University's first land sale on behalf of a specific building project, the Science Hall. E. D. Smith had platted a number of smaller plats within University Place. These were located between Clark and Forest Avenue, north of the university. Smith sold 66 lots to Drake in late May 1890 for \$33,000. The lot sale was scheduled for June 19. The promotion termed the land "Smith's Addition," and described the lots as being elevated and tree-covered. All the offered property was "gilt-edged" and the announcement noted that the

Drake Neighborhood Architectural and Historical Survey:

university's previous sales had been "a great success." Given the lot count, the purchase presumably encompassed the three additions that are pictured below (Des Moines *Iowa State Register*, May 21, 1890).

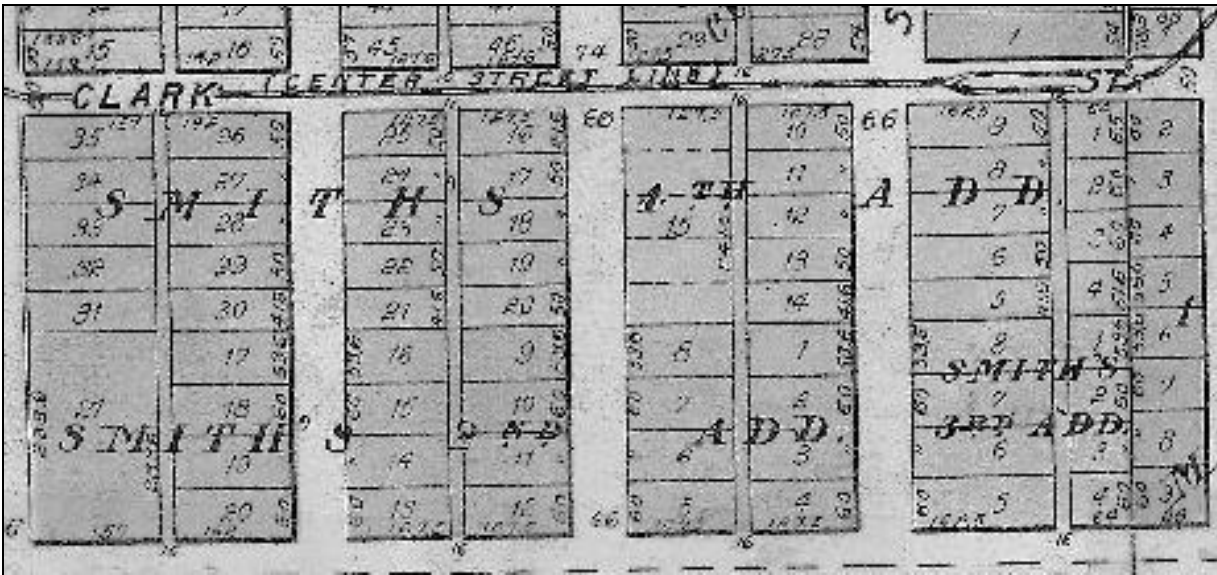


Figure 2-11: Smiths 2nd, 3rd and 4th Additions

Smiths 2nd (University Place) Addition (1885):

This tract constitutes a broad narrow rectangle that runs to the north of Forest from 24th to 27th Street. Three blocks comprise 21 lots (60 feet by 127 feet). Like the addition to the north, just one house in the southeast corner has survived university and other encroachment.

Smiths 3rd (University Place) Addition (1887):

This 8-lot plat is an eastward extension of the 2nd Addition. Lots measure 60 feet by 168 feet. Just one house survives in the southeast corner.

Smiths 4th (University Place) Addition (1887):

This tract constitutes a broad narrow rectangle that runs to the south of Clark Street from west of 23rd to 27th Street. It includes five blocks and 35 lots. These measure 50 feet by 127 feet. Kirkwood School was located opposite the northwest corner of the plat and the Clark Street carline was immediately adjacent. This plat has been almost completely eradicated by Drake's expansion and just two houses survive on the west side of 24th Street. Smith's 2nd/3rd additions, located immediately south, has the same overall layout.

Smiths 5th Addition (1894):

This 13-lot plat (50 feet by 135 feet) fronts south along Mondamin Avenue between 27th and 28th streets. The street was never extended west and just six houses, all of recent vintage, were built in the plat. No recommended district or individually significant buildings were identified.

Drake Neighborhood Architectural and Historical Survey:

Snyder Place Addition (1921):

This tract includes 21 lots, located along the north side College Avenue, west of 24th Street. Builder D. W. Snyder built most of the houses beginning in 1948. No recommended district or individually significant buildings were identified.

Sticon Place Addition (1925):

Sticon Place was never intended for public sale. It consisted of two very large irregular lots that were tucked into the southwest corner of the southeast quarter of Section 32-79-24. No recommended district or individually significant buildings were identified.

Thirty Third Street Plat (1940):

This plat contains just eight lots, located on the west side of 33rd Street, to the south of Cottage Grove Avenue. Most of the houses date to 1941. No recommended district or individually significant buildings were identified.

Tidricks Addition (1886):

This plat is north of Olive and is bounded by 19th Street (east) and 21st (west) and Atkins Street to the north. There are 75 50 feet by 125 feet lots. School Street cuts off the southernmost 15 lots.

[University Land Company] **First Subdivision of Lot 118, University Place (1884):**

Drake University platted this parcel directly and sales proceeds financed the construction of the Science Hall (non-extant). The three additional campus acres came out of this platting and became the site of the Science Hall. Subsequent campus expansion forced the demolition or removal of all of the residences in this plat. This area is the core portion of the proposed Drake University Historic District expansion.

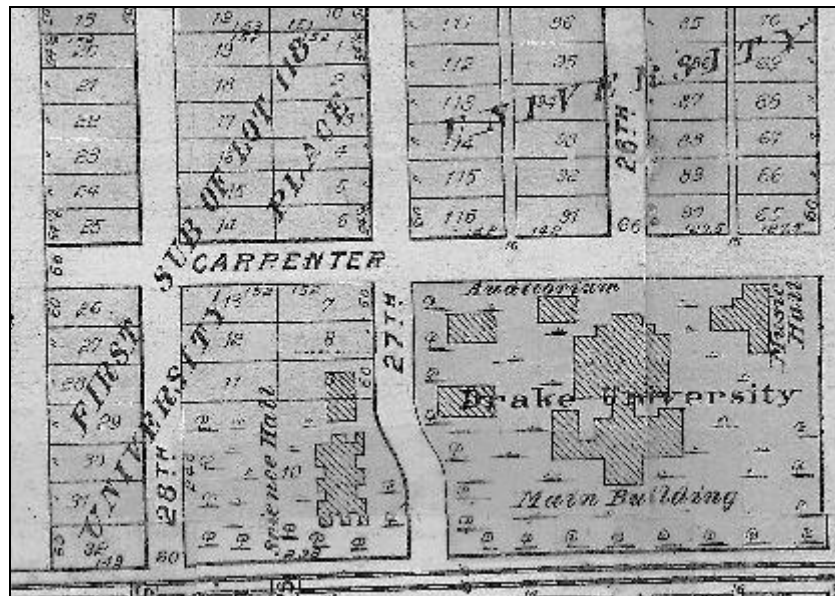


Figure 2-12: First Subdivision of Lot 118, University Place

Drake Neighborhood Architectural and Historical Survey:

[University Land Company] **Subdivision of Lot 336 in University Land Company’s First Addition in University Place (1884):**

The University Land Company was dissolved in 1886 and the university received six unsold lots (\$2,355). Barbara Long determined that the experience of marketing these lots informed and emboldened the university to become directly involved in real estate promotion, absent the University Land Company. In total, various sources credit the land company with providing \$60-65,000 to Drake University during these early critical years. These funds were not expended but rather served as an initial endowment, assuming the form of investments, unsold lots (\$5,650) and cash reserves. The latter enabled the university to acquire and plat other land. The core of this area is included in the proposed University Land Company Historic District.



Figure 2-13: Subdivision of Lot 336 in University Land Company’s First Addition in University Place

University Land Company’s Second Addition to University Place (1882):

The April 1882 arrangement between the land company and the university was changed to the transfer of 99 lots (valued at \$36,863) in lieu of a cash payment from sales proceeds. Most of these lots were sold off in mid-1883. There was also a \$16,000 stock transfer that was made to the university. Three acres for campus expansion were sold to the university at a very reduced rate. The 1883 sales consisted of 58 lots which were sold for \$20,587. It was said that half of the buyers intended to build homes on their new lots. The *Iowa State Register* noted “This puts the University on its feet in a financial way that makes it a success barring out all peradventure.” The school was free of debt and had \$20,000 from General Drake (*Des Moines Iowa State Reporter*, June 14, 1883).

The core of this area is included in the proposed University Land Company Historic District.

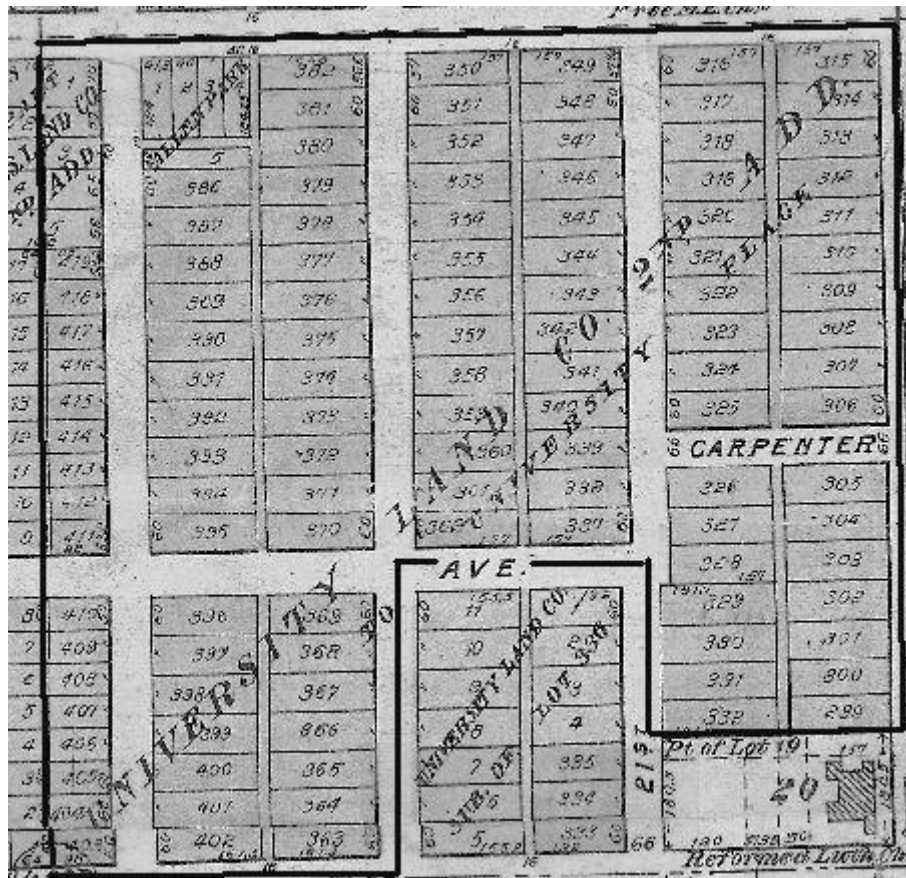


Figure 2-14: University Land Company's Second Addition

University Land Company, Subdivision of Lot 336 (1884):

As stated, eleven 60 feet by 132 feet lots were carved out of a reserved larger Lot 336 in the original plat. The purpose for the oversized lot is not yet determined. The irregular plat is bordered by University (south), 22nd (west), Carpenter (north) and 21st (east) with lots 333-335 of the original plat being laid out to the southeast. The northern portion of this area is included in the proposed University Land Company Historic District.

University Land Company, 1st Subdivision of Lot 118 (1899):

There are no historic properties within this plat.

University Place [Acreage] Addition (1881):

This was one of the first two Drake University real estate ventures that were located north, northeast and east of the new campus. Five acres were directly donated to serve as the Drake University campus. The university was to receive one-fourth of the gross sale proceeds (\$2,702) in exchange was obligated to build a building (Student's Home) within a year. The east half of this plat is included in the proposed University Land Company Historic District. The remainder has been completely over built by campus expansion.

Drake Neighborhood Architectural and Historical Survey:

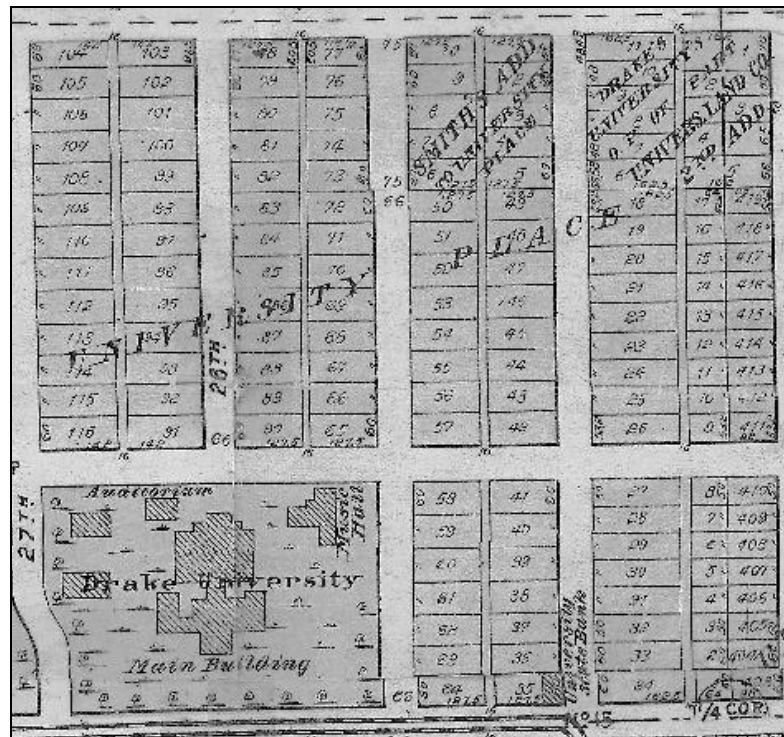


Figure 2-15: University Place Plat

[Drake] University Land Company's First Addition to the City of Des Moines (1882):

This land company plat was the only Drake University related plat to be located south of the campus and south of the several Drake University plats.

General Drake was one of the investors in this plat and eleven and a half lots remained unsold and undeveloped at the time of his death in 1903. A "Drake Estate Lot Auction" finally took place in early June 1905. Most of the lots were clustered towards the southern end of the plat. All of the lots, lacking any type of pavements, were sold off at prices that ranged from \$105 to \$535. It is included in the proposed University Place historic district (*Des Moines Register and Leader*, June 6, 10, 1905).

Drake Neighborhood Architectural and Historical Survey:

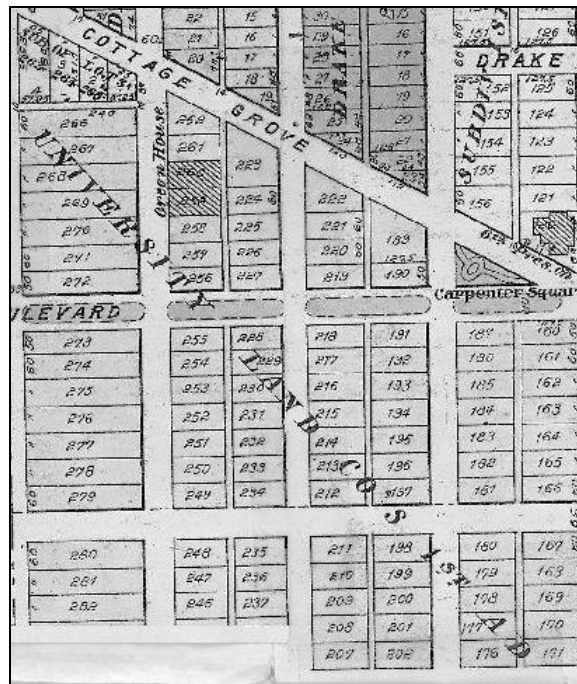


Figure 2-16: Subdivision of Lots 2 and 4 of Original Plat

University Place Acreage:

This platting, by the Hunter Brothers, was later re-platted as Chetwynd Addition in 1910. This previous plat left its mark in the form of the right-of-way for 37th Street and Carpenter Avenue. The street that is identified as 38th Street is now 39th Street. The north/south running street between Carpenter Avenue and Forest Avenue was never laid out.

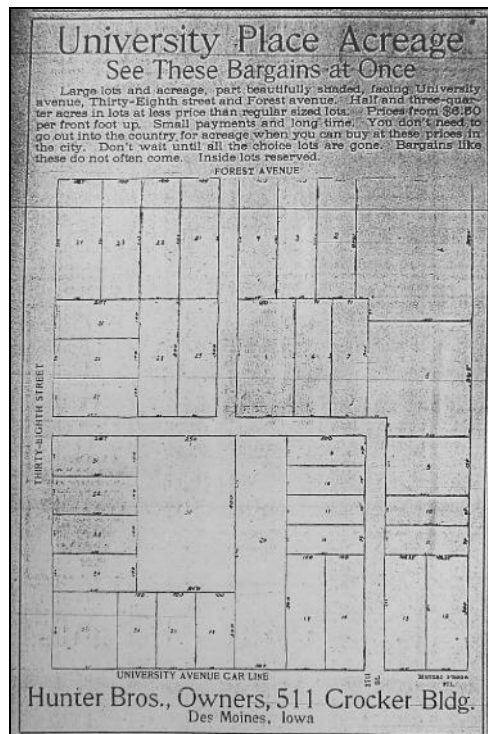


Figure 2-17: University Place Acreage (Register and Leader, date not known)

Drake Neighborhood Architectural and Historical Survey:

Van Slykes Oakdale Addition (1920):

This tract contains 22 lots located on Beaver Avenue to the north of Forest Avenue. Some early and originally architecturally interesting houses were built or relocated to this tract. These have been too altered to be of any significance however.

Votruba Place Addition (1924):

The plat is located adjacent to the West University Place plat. There are no buildings on this plat.

Wagner Place Addition (1924):

This tract contains 22 lots that are located between 40th and 41st streets, to the north of University Avenue. A number of houses are cited in the architectural section.

Walker's, T. M., Elm Grove Addition (1888):

The *Delphic* promoted two "beautiful" additions, Lawndale and Elm Grove, located four blocks east of the university. They were "handsomely shaded" with paved streets. Walker advertised that he would pay the university five percent on any student lot sales (*Delphic*, June 1890).

The tract lies largely outside of the survey area, being bordered on the west by 21st Street, on the north by University Avenue, straddling 20th Street, with 19th Street as its eastern boundary. The plat is 10 lots deep with T. K. Clark's Addition being immediately to the south. The westernmost ten lots of this plat are included in the proposed University Place historic district.

Wessex Addition (1891):

This plat contains 79 lots located between Kingman Boulevard and Cottage Grove Avenue, to the west of 35th Street. A number of houses are cited in the architectural section.

West Brook Addition (1919):

This plat contains just 13 lots on the north side of Meek Avenue (2700s block). Builder Carl Varsell built all of these houses. No recommended district or individually significant buildings were identified.

West University Place Addition (1914):

This plat contains 106 lots. The plat is bisected by Northwest Drive and lies south of Beaver Avenue and north of the Forestdale plat. A number of houses are cited in the architectural section.

Wilcox Place Addition (1946):

This tract contains 14 lots, located along the south side of Beaver Avenue (1600s block). The topography here produced very high terraces and an odd mix of large and smaller houses and bungalows. The former reflect an areal tendency to use a lot of stone for veneer. A number of houses are cited in the architectural section.

Drake Neighborhood Architectural and Historical Survey:

Williams (to North Des Moines) Addition (1887):

This half-block plat is bordered by 21st (west), Clark (north), and Forest (south). A dozen lots measure 50 feet by 157 feet. No recommended district or individually significant buildings were identified

Williams 3rd Addition (1892):

This plat straddles Washington Avenue north and south and is between 20th (MLK Pkwy) and 22nd Street. The 30 lots measure 45-48 feet by 125-141 feet. No recommended district or individually significant buildings were identified

Williamson Place Addition (1888):

This plat straddles 23rd Street and has Clark Street as its southern boundary. The 32 lots measure 40 feet by 100-159 feet. No recommended district or individually significant buildings were identified

Wilmaleta Addition (1923):

Replatted from Lyon's Park, this tract occupies the eastern two-thirds of the block that is bordered by Rutland (north), Kingman (south), 33rd (east) and 35th (west). Lyon's Court is to the west. The tract is built up with a dozen houses that front north, south and east. Builder Crawford built 1050 and 1054 33rd Street.

Wise Place Addition (1924):

This plat consists of just six lots that are located to the northwest of Beaver Avenue at 38th Street. This tract is high terraced and consists of a mix of bungalows and later cottage forms.

Witmer Knolls Plat 1 Replat (1940):

This tract is composed of 14 lots located on the north side of Witmer. A substantially depressed timbered drainage parallels the plat along the southeast side. A number of houses are cited in the architectural section.

Wrenwood Addition (1926):

This tract consists of 27 lots located along the west side 28th Street, to the south of Franklin Avenue, and along both sides of Wrenwood. This is the survey area's only substantial concentration of minimal traditional cottage forms dating to the early 1940s. Given that this form predominates and is considerably more developed elsewhere in the city, it is not deemed to be significant.

Zeller Place Addition (1944):

This tract consists of 13 lots that are located on the north side of Beaver Avenue. These are bungalows.

Chapter 3: Drake University as a Historically Significant Educational Institution:

Drake University is the salient historical context that applies to the project survey area. Absent the university, the neighborhood would have assumed a decidedly different scale and land use pattern, particularly as it relates to residential architecture. One good example is that the area might well have had more public parks given that the university campus served that community purpose to a great extent. The pace and intensity of area plats and house construction would have been both delayed and reduced absent the university. Transportation links, in association with a lower and more dispersed population, would similarly have been delayed and minimized, as would other forms of public infrastructure. The absence of a dominant Christian Church likely would have encouraged a greater number of smaller and varied congregations. The list of potential alternative futures could go on and on.

Drake University is a nationally significant private educational institution. Similarly it is historically significant on the state and local levels. While these levels of significance will be discussed here, for the purposes of this survey report, the majority of the campus as a district, its buildings, structures and objects, will be assumed to have a state level of significance. The glaring exception is the range of modern campus planning and architecture, particularly the Saarinen designed buildings. These arguably are nationally significant. If the latter case for significance falls short, then a state level of significance will make do. Other non-university associated significant districts, buildings, structures and objects will be locally significant (particularly as they relate to the proposed master historic district). Individual properties might well deserve higher significance levels but unless they are individually nominated to the National Register, this remains a fairly moot point.

The following points substantiate these several levels of historical significance (in most cases a national claim to fame also justifies a state level of significance, an example being the claim as one of the nation's five oldest law schools, nationally significant claims tend to be of more recent vintage and represent the long-term culmination of long-range developments):

National Level of Significance:

This evaluative section is simply included so as to underscore that fact that Drake University has been significant on every significance level as is defined by the National Register program. Needless to say, any listing effort that is based on a national claim of this nature would require a documented national level contextual comparison. The same is true of any statewide significance claim, that would similarly require a contextual comparison with other historical comparable private universities. This list is also not offered as a finite list. There are certainly other claims to be identified.

A pre-eminent law school, one of the 25 oldest in the nation.

Drake Relays, the second largest collegiate track and field event, held since 1910

Highly-ranked Pharmacy and Health Science College.

Regularly very highly ranked by accepted reviewing standards.

An open admissions policy in terms of sex, race or creed from its beginnings.

Drake athletic programs have achieved national significance, particularly in basketball.

Drake Neighborhood Architectural and Historical Survey:

The university survived the numerous national financial panics that eliminated or fatally weakened other institutions.

State Level of Significance:

Iowa's largest private higher education school.

The fastest-growing private Iowa college/university in Iowa during its formative years.

Campus roles in military mobilization during both World Wars.

Structured consciously from the start to be self-governing and self-financing.

Successful long-term competition with the State supported universities

A near immediate successful focus on becoming a bonafide university.

An atypical willingness to partner with off-campus "colleges" and to vision the campus as a multi-nodal entity. By 1889 the university had outpaced all of its in-state competition in terms of the number of its colleges (eight) and only it had a decentralized campus. Callanan College was absorbed to become the normal department, retaining its identify for awhile and its separate building continued in use. When the multiple buildings proved to be a financial burden and risk, consolidation to a single campus was initiated but it took years to accomplish. In later years the model returned with a separate Observatory, the acquisition of Salisbury House, and the housing of many functions in former residences.

Very creative approaches to securing funds for development and expansion, and the use of real estate as a funding source was immulated, but with less success, by two other Des Moines colleges/universities (whose efforts largely failed due to their poor timing, the financial recession of the early 1890s).

On the state level, only Drake combined the real estate endeavors with also building or encouraging the construction of apartment buildings for student/faculty housing. The separation of faculty salaries from a dependency upon tuition empowered the institution (achieved by 1887). The concept of using real estate to support the university was not a new one but is very successful and sustained employment is significant.

While many other Iowa colleges and universities attempted some of the innovations that characterized Drake University, this university did all of them. The list included offering a preparatory department, an open admission policy, art and music classes, increased requirements for graduate and post-graduate study, increased general requirements, requiring actual study to receive a master's degree, while not non-demoninational its church association was weak to non-existent, and from the start, alumni support was strong and sustained. Other singular innovations were an elective course system, an early emphasis on practical training in lieu of the standard classical education.

It succeeded due to the support and leadership of key individuals.

The university educated alumni who gained local, state and even national significance and had a significant impact on higher education on the local and state levels.

The university has provided local, state and national opportunities for life-long learning, cultural and other offerings, etc.

Drake Neighborhood Architectural and Historical Survey:

The individual campus buildings have direct funding associations with locally and state level significant benefactors.

The early university benefited from the contributions of Christian Churches across the state and individuals across the state were outstanding in their supportive leadership roles within the university.

Local Level of Significance:

The oldest surviving college/university in Des Moines.

The presence of the university directly led to the successful expansion and development of the northwest part of the city, this was the common model of the “Booster College.”

Community and particularly neighborhood support facilitated the establishment and success of the university.

The university was a financial boon to the neighborhood in the form of student housing, Greek housing, supporting a specialized commercial market, providing employment, etc., and the university directly benefited as well.

The middle-to upper class nature of the neighborhoods adjacent to the university was directly attributable to the presence of the university and its community-institutional interactions.

The initial association with the Christian Church was almost a role reversal, inasmuch as the university funded or otherwise supported the local church.

Ten residential plats have direct associations with Drake University over its history.

The promised presence and its establishment secured improved streetcar services, road and other infrastructural improvements.

Drake University’s history is divided into four phases of development: (1) the initial years, 1881-1903; (2) The Booming Years, 1903-1922; (3) Consolidation and Stability, 1922-1941, and (4) The Modern University, 1941-1960+ (Ritchey). Long identified three phases as playing themselves out up until 1918 (the 50-year cutoff point as of 1988), these being the pioneer era 1881-93 (or the Carpenter years), the consolidation years, 1892-1902 and the progressive period (or the Bell years), 1902-18. Long’s pervue ended at 1918 so her omission of any later phases is logical. Combining the approaches, Ritchey’s four phases and Long’s findings nicely agree, adding a sub-phase to the latter half of the first phase. Logically the “modern” phase likely has sub-phases as well, but a unified phase works here with a period of significance that concludes in 1960.

(1) The Initial Years, 1881-1903:

This initial period can be further divided into two sub-phases, the intervening division point being the national economic recession c.1893-95 and the earliest phase being termed “the Carpenter years.” While Drake University had its origins in the Oskaloosa College, the Des Moines institution was in face cut pretty much out of whole cloth, save for its transferred faculty and leadership, and its mission. Continuity in the forming of the new university rested with the presence of wealthy and influential Disciples of Christ members in Des Moines and elsewhere. Far from starting out in the midst “of a wilderness” as the mythos of the climbing founder on

Drake Neighborhood Architectural and Historical Survey:

the Chancellor's Elm recounts, the new university got its start cheek and jowl with the fairly well established Cottage Grove Addition, part of the city proper. Other factors of advantage included the brick paved Forest Avenue to the north. There was also the reality that the northwest part of the city was the only acceptable location (distant from any competitor) and it was a location that very much played into the hands of a number of its key local supporters, not the least of whom, Dr. Turner, owned the streetcar franchise.

The critical first step, that being the definition of mission and educational eligibility, was taken when the trustees issued the following "mission" statement: "This university has been designed upon a broad, liberal and modern basis. The articles of incorporation provide that all its departments shall be open to all without distinction of sex, religion, or race." The university continues to be guided by this statement of nondiscrimination and the progressive vision of its founders. The school was sectarian rather than secular, the former stance being the norm of the day. In fact the university and the local newly-established Disciples of Christ Church were so initially co-dependent that the church body met on campus until a church could be built.

The university's first president/chancellor, George T. Carpenter instigated the faculty secession from Oskaloosa College, and headed the decade plus early years of the new school's founding and growth. From the start, an effort was made to actualize the "university" part of the school title, by affiliating with the off-campus Iowa College of Law and the Iowa Eclectic Medical College. The university otherwise first consisted of the Literature and Arts College on campus and it offered seven separate degrees (read colleges). The degrees list included civil engineering, an acknowledgement that practical training had a role within the liberal arts. Carpenter's second early and very substantial achievement was to separate faculty salaries from being solely dependent upon tuition. This was achieved by 1887. In 1884 a consolidation with Calanan College transformed that downtown institution into the university's normal or teacher education department. There were four on-campus colleges plus the three off-campus ones (Normal, Law, Medical). Carpenter's tenure witnessed the completion of two substantial campus buildings (Main, Science)



Figure 3-1: The construction of Old Main, view northeast, 1882 (Quax, 1906)

Drake Neighborhood Architectural and Historical Survey:

The financial panic, combined with the death of the first president, caused some destabilization at the university. A debt of \$65,000 was one serious result. There were several interim leaders and there were substantial financial difficulties. Bayard Craig finally was named Chancellor in 1897. All of the off-campus affiliates were losing money big time and Craig began the long-term program of enhanced overall university control and site consolidation (although the Normal and musical programs had been moved to campus in 1895). The first donor supported new building, the Auditorium, was built at the end of Craig’s tenure, General Drake being the source of the funds. Drake’s death in November 1903 is another marker for the conclusion of this first era in university history. Drake’s total contributions to his namesake institution were an impressive \$232,000. Craig resigned in 1902 and this first era came to an end (Long, Ritchey, Blanchard, p. 234).

New Buildings, The Initial Years, 1881-1903

Extant Building	Non-Extant Building	Date	Comments
	Student Home	1881	Frame, stood northeast of Old Main
Old Main		1882-1883	New entry portico 1900
	Christian Church	1889	Demolished 1925 and replaced
	Alumni/Science Hall/ Sage Hall	1891	Northwest corner University and 28 th , demolished 1949
	Greenhouses	1895	West of Science Hall
	Training Shed	1900	Improved 1908, demolished 1914
		1900-1901	Meeting hall addition to north end of Old Main (funded by Gen. Drake)
Christian Church Auditorium		1900-1901	Located south of the second church building
Craig House		1902	Chancellor Craig’s house, southwest corner University and 27th



Figure 3-2: Campus, view northwest, 1898 (Carpenter)

The campus was distinctly isolated with just the two main buildings framing an open area along the north side of University Avenue.

Drake Neighborhood Architectural and Historical Survey:

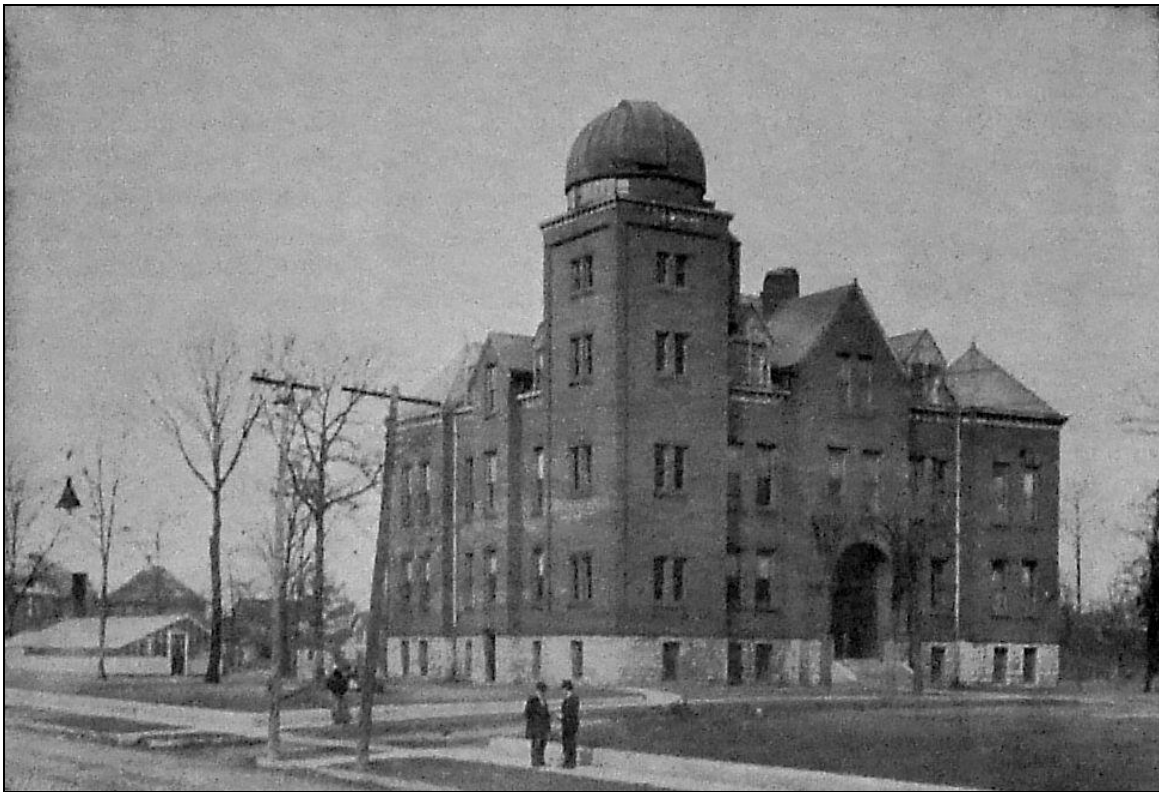


Figure 3-3: Science Hall and Greenhouse, view northwest, c.1898 (Carpenter)

Note that Science Hall fronts east towards Old Main. The cross streets still bisected the small campus.



Figure 3-4: Campus view to the northeast, 1903 (Quax, 1903, p. 12)

These two images likely date to the same photo session. Note the raised concrete curbing and steps that run along the entire university south frontage. Houses stand between the two main buildings.

Drake Neighborhood Architectural and Historical Survey:

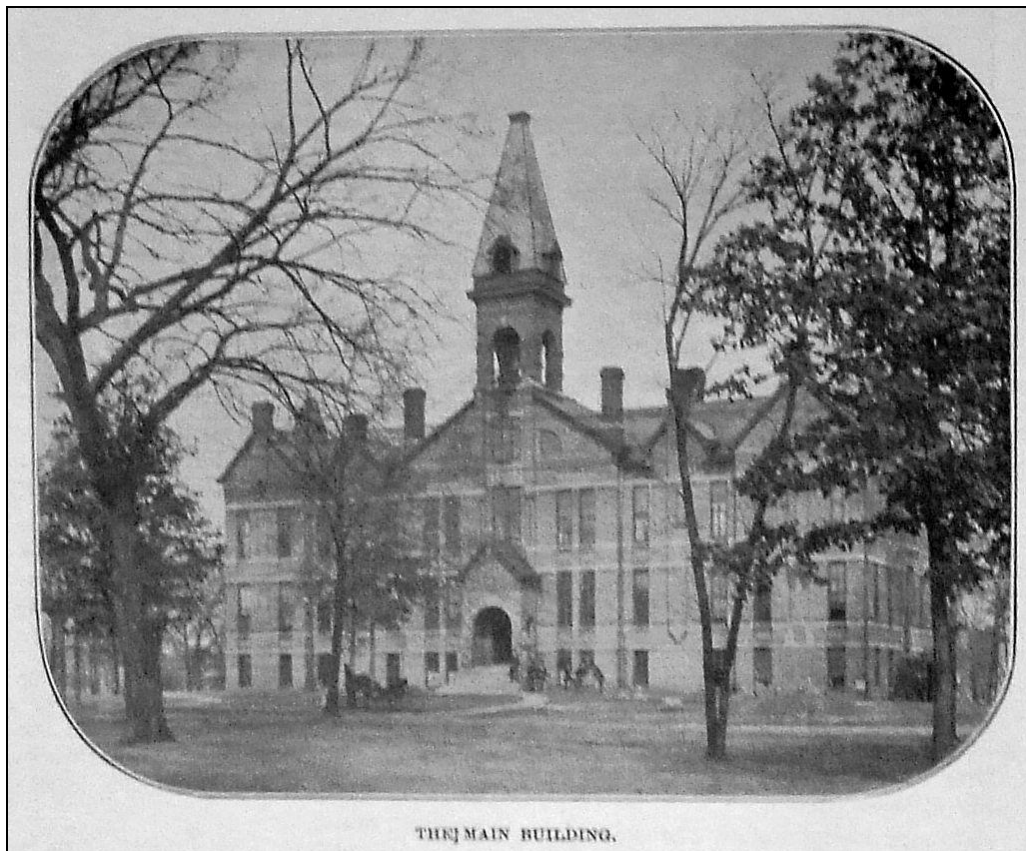


Figure 3-5: Main with original entrance, view northwest, 1898 (Carpenter)

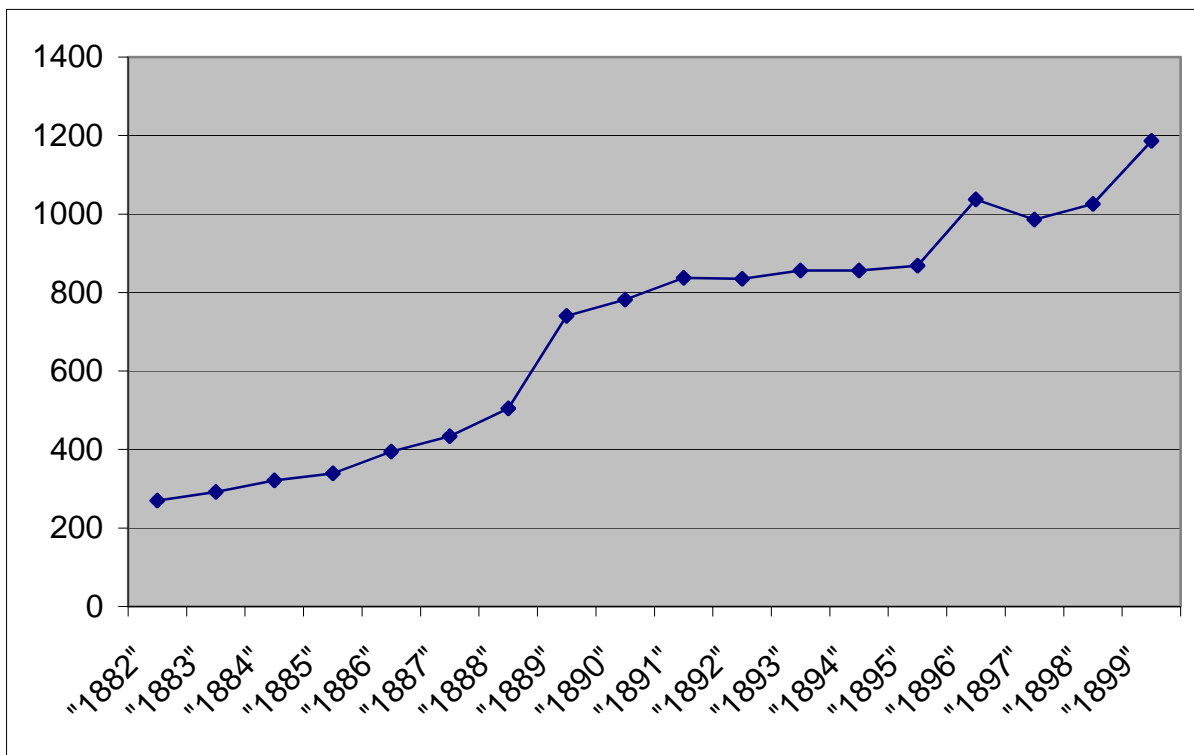


Figure 3-6: Drake University Enrollment, 1882-1899

Drake Neighborhood Architectural and Historical Survey:

The enrollment figures during the early university years evidences early growth and a surprisingly stable and slightly increased attendance during the hard economic times of the mid-1890s. Growth resumes thereafter.

(2) The Booming Years, 1903-1922:

Hill McClelland Bell, a Drake graduate (1890) replaced Craig as president/chancellor and Bell focused on accreditation and securing new funding sources. The Carnegie Foundation funded a faculty pension plan. By 1904 Bell could for the first time claim that the university was fully organized. By 1917 Bell deemed the university to be the leading Disciples of Christ institution. During this same span of time the institution's endowment grew from \$300,000 to \$1,493,000.

This era witnessed the introduction of traditions and customs that would permanently define the institution. There was tremendous pressure to bring the university into compliance with the then modern concept of what being a university meant. Athletics was foremost and pressure to provide a men's gymnasium finally resulted in a student-funded match against its costs. A stadium was initiated as were the Drake Relays (1910). The Greek Social system was finally welcomed at the close of this era. The 25th anniversary of the university was used to raise funds for new buildings.

A number of colleges were lost during this period and several of these were substantial in size. The overall student enrollment however was stable or grew substantially during this era. Dentistry was lost in 1906 and the Medical College closed in 1913 due to the rising dominance of the public universities in the state. The building was finally sold in 1918.

During World War I another threat to enrollment arose as male students departed en masse. The fact that women had always composed a large proportion of the student body mitigated this short-term crisis. Enlistments totalled 614, officer's commissions numbered 226 and fatalities 18 young men. The university experienced war hysteria and military mobilization as did all others and the men's gym was used as a barracks. The war ended before the full consequences of campus militarization could be realised however.



Figure 3-7: Stadium thank-you (Quax, April 1906)

Drake Neighborhood Architectural and Historical Survey:

The post-war transition was a difficult one. Construction materials and labor costs skyrocketed and the national economy, particularly the agricultural sector experienced a setback and many smaller banks failed.

New Buildings, The Booming Years, 1903-1922

Extant Building	Non-Extant Building	Date	Comments
Howard Hall		1903	Music Conservatory (funded by Gen. Drake)
	Medical Building	1903-1904	Downtown, 1912 addition
Drake Stadium		1904	Original track and field location, overall topographical profile survives, drainage improved and track shunted to southeast 1907
Cole Hall (Law)		1905	Law program relocates to campus from downtown (funded by Gen. Drake)
	Memorial Hall (Bible College)	1905	West of Christian Church, recently demolished
	Central heating plant	1907	Demolished 1979
Carnegie Library		1909	Gains north side annex
	Men's gym/Alumni Hall	1910	
	New president's home?	1912	Likely non-extant, purchased, not built
	Stadium gate	1914	
		1920	Campus "gateway" at 25 th and University
Waveland Observatory		1921-1922	Gift of the City of Des Moines



Figure 3-8: View north along 27th Street from Science Hall tower (Quax, 1916, p. 36)

Drake Neighborhood Architectural and Historical Survey:

Drake University has purchased the vacant ground at the northeast corner of Twenty-seventh street and Forest avenue and adjoining the stadium on the east. This will be enclosed for a practice field and a large stone entrance will be erected on the corner. A \$50,000 gymnasium will be built at the southwest corner of the stadium and when completed the university will have the finest and most complete athletic grounds of any college in the country (*Des Moines Daily News*, November 24, 1907).



Figure 3-9: Panoramic view of the campus, c.1910 (*Des Moines Tribune*, September 1, 1980)

It is not generally known that Drake students spend \$300,000 a year here, and the university itself another \$100,000, besides, increasing the values of all property in its vicinity. It ought to be an easy matter to raise the \$30,000 they ask to complete their \$100,000 library building (*Des Moines Daily News*, January 13, 1907).



Figure 3-10: Parking west of the stadium, view southeast (Quax, 1911)

Drake Neighborhood Architectural and Historical Survey:



Figure 3-11: Drake (Norman Haskins) Stadium Gate, view north (Quax, 1914, p. 51)
(Kirkwood Elementary School and the adjacent Kindergarten building are visible to the right of the gate)



Figure 3-12: Parking east of the stadium, 1916 (Quax, 1916, p. 216)

Drake Neighborhood Architectural and Historical Survey:



Figure 3-13: Snowy 26th Street, looking north towards Old Main (Quax, 1916, p. 34)



Figure 3-14: Snowy 26th Street, looking south from Old Main (Quax, 1916, p. 33)

Drake Neighborhood Architectural and Historical Survey:

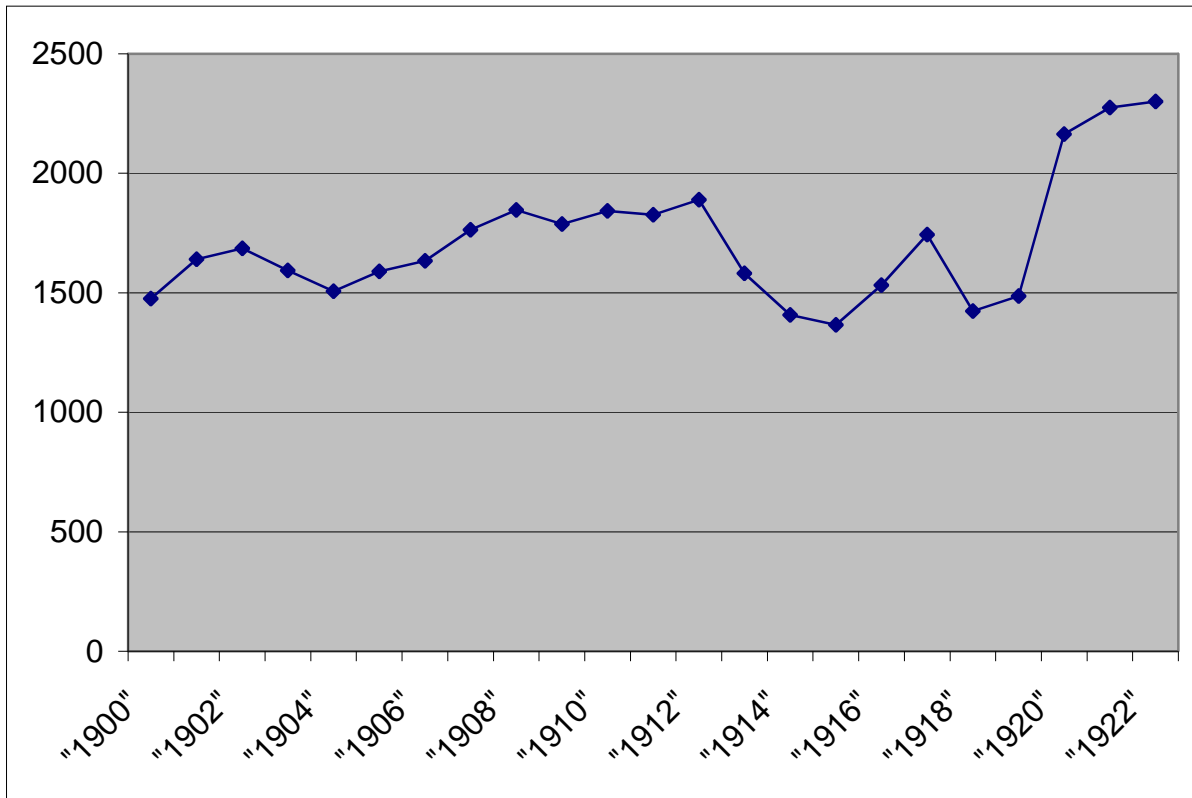


Figure 3-15: Drake University Enrollment, 1900-1922

Enrollment was fairly steady during this phase, the substantial decline that began in 1913 is curious, but recovery came before the war's onset and the war itself again reduced student numbers. Postwar numbers soared. Two features are important. The overall enrollment remained above 1,500 students and this number actually represents an increase given that several colleges were eliminated.



Figure 3-16: Drake gym, World War I training (Quax, 1920, p. 142)

Drake Neighborhood Architectural and Historical Survey:

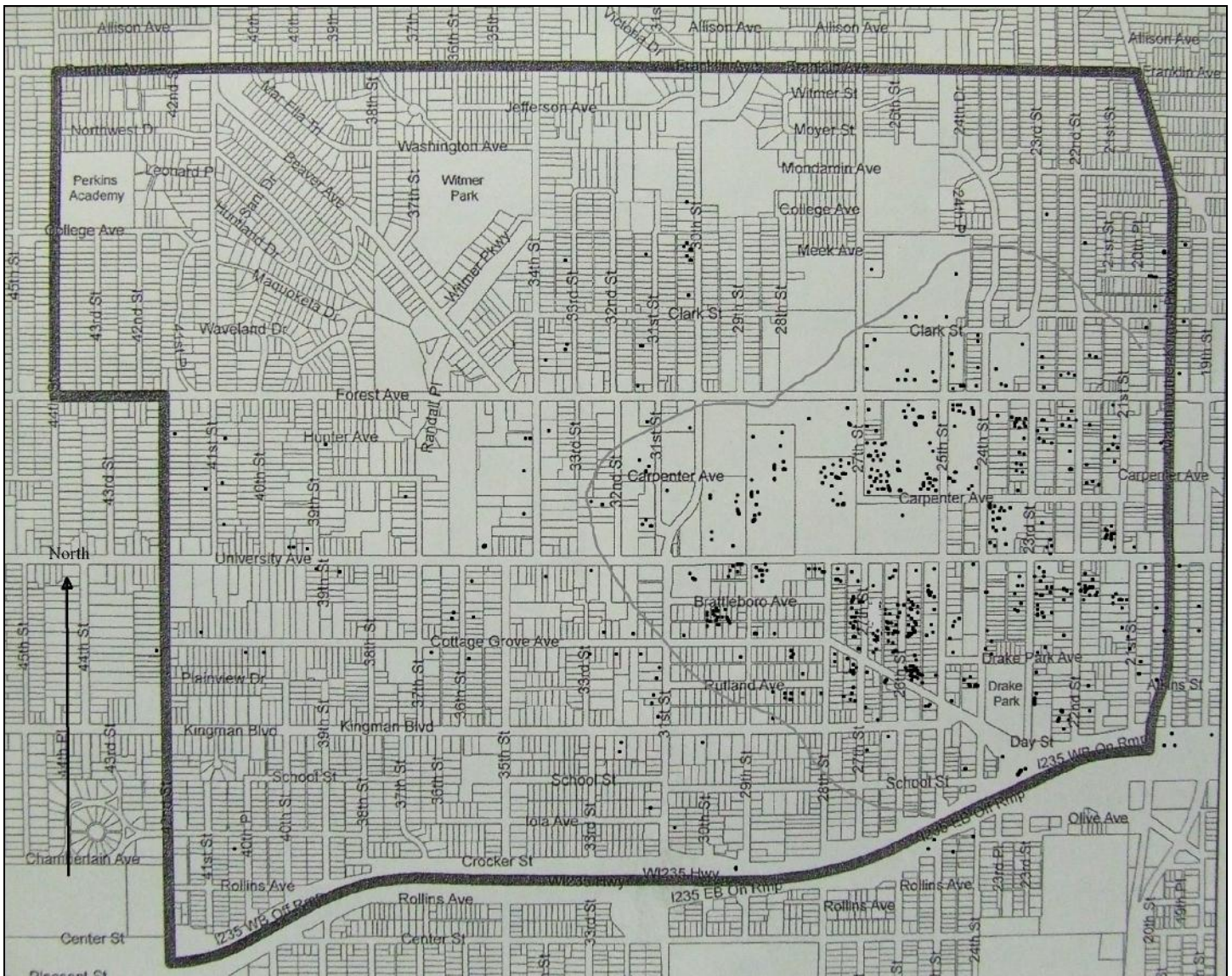


Figure 3-17: Off-campus student housing locations, 1920 (based upon the *Delphic* Student Directory, January 30, February 3, 10, 13, March 9, 12, 26, April 2, 16, 23, 30, May 4, 14, 1920)

Figure 3-17 locates student housing (all housing was then off-campus) as of early 1920. A dark gray boundary traces the edge of the concentration of that housing. Students were living very close to campus and about equally on either side of University Avenue. Note that student penetration into the area south of Cottage Grove Avenue was rather limited. Concentrations of black dots denote Greek houses. Note further that most students lived individually in private homes, with two or three sometimes being at the same address.

(3) Consolidation and Stability, 1922-1941:

Arthur Holmes oversaw the university following Chancellor Bell's departure, and he was succeeded by Daniel Walter Morehouse, who assumed the university leadership in 1922. This third era largely correlates with Morehouse's leadership. The acceptance of the Greek Social system in 1923 symbolizes the transformation of the developing institution into a modern university in all of its aspects. This trend is also represented by a number of physical transformations that were made, these including the campus "gateway" and the new stadium with its evolution in terms of names and gates.



Figure 3-18: Campus aerial view looking southeast (Quax, 1930, p. 230)

Women's athletics begrudgingly began to achieve some parity and they inherited the abandoned men's gym. The construction of dormitories, a long-debated issue, finally started with an initial women's dormitory. The laying of the cornerstone coincided with Drake's 50 anniversary observance. Homecoming became a major annual event by 1927. The bulldog mascot finally replaced the duck. Intercollegiate sports became the be-all –end all. Fundamentally, Drake University emerged as the capital city's premier institution. Skip Day evolved as a downtown movie and parade extravaganza.

A willingness to partner continued. Serious merger plans were under consideration with the Highland Park College up until the time that it was sold off. The College of Pharmacy was the only survivor, and it safely transferred to Drake. A branch of the Des Moines Public Library was housed on campus until early 1927. The Salisbury House was given to the university for use as a fine arts college.

The separate colleges over time gained their own buildings and an elementary school for the teacher's program was established and operated at University Avenue and 32nd Street. A Phi Beta Kappa chapter, the symbolic evidence that this was a top-line university, was belatedly realized in 1923 after many years of effort. In 1928 an official "Graduate Division" was established, signifying that graduate degrees would now be an organized and important offering.

Drake Neighborhood Architectural and Historical Survey:



Figure 3-19: Campus tug-of-war (Quax, 1932)
 Note streetcar and streetcar station on University Avenue in background

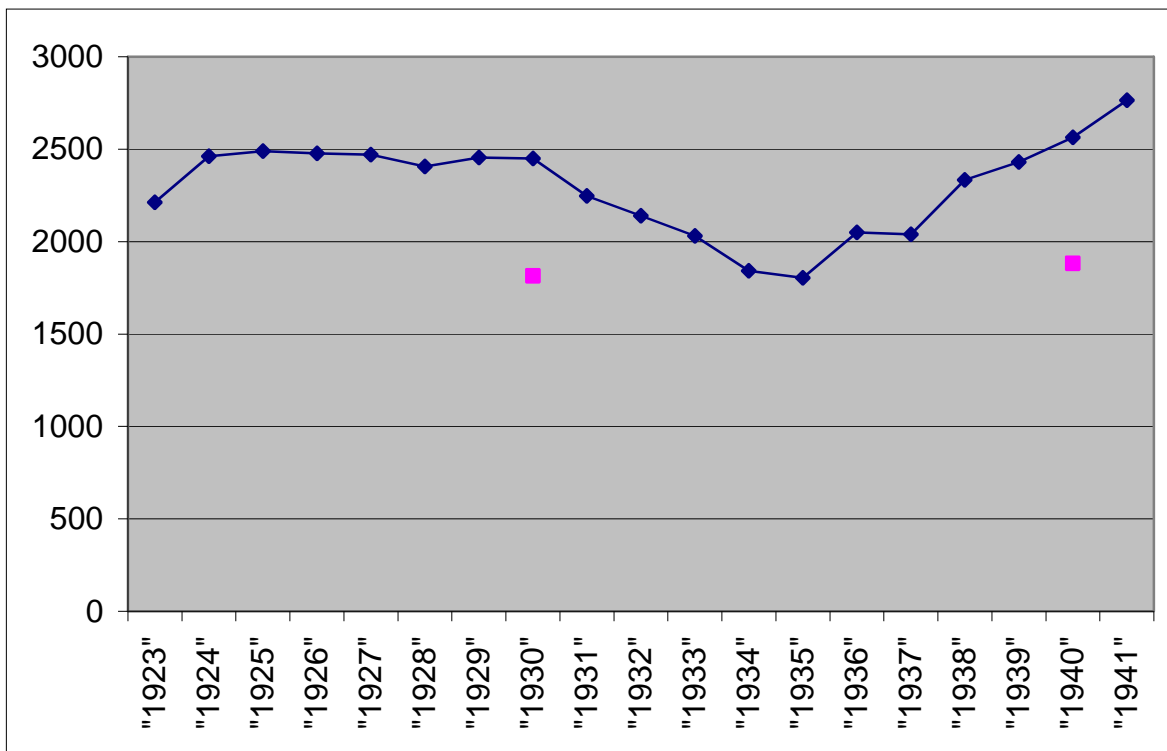


Figure 3-20: Drake University Enrollment, 1923-1941
 (single data points represent number of full-time students for 1930, 1940)

This was the era of great plans. For the first time, a comprehensive campus plan was envisioned and a number of multi-million dollar fund raising campaigns were conducted. The plan called for a modern university with all of the trappings, including a campanile tower. The John D. Rockefeller General Education

Drake Neighborhood Architectural and Historical Survey:

Fund was tapped and it was the Carnegie Foundation that would have the greatest impact upon Drake University. The quid pro quo for receiving funds was that the university had to become strictly secular. In 1924 the Rockefeller grant source offered \$150,000 if a match of \$350,000 was raised. It has not been determined if the fund raising effort was successful. A six-year fund raising campaign was launched in early 1925 to raise \$1.3 million. A 1929 drive to raise \$10 million for an interest bearing endowment followed, half of these funds were for campus enlargement (Blanchard, p. 251).

The collective religious focus of the campus was ebbing away and beginning in January 1940 the weekly religious assembly was no more.

In the closing pre-war years the new Union represented the continuing need to satisfy student community needs. A new library also attested to the more prosaic of university functions.

New Buildings, Consolidation and Stability, 1922-1941

Extant Building	Non-Extant Building	Date	Comments
		1925	Commemorative “gate” and steps at 25 th and University, survive in revised form
Stadium		1925	Seats, control tower, exterior brick walls, arcade along 27 th Street
New Christian Church		1925-1926	
Fieldhouse		1926	East of stadium
Education building		1927	
Daniel Waterson Morehouse Women’s dormitory		1931-1932	
Cowles Library		1937-38	Addition 1967 (Cowles Foundation)
Salisbury House		1934	Given to University as Fine Arts College, finally sold to Iowa State Education Asso. 1951
Christian Church Carillon		1937	Bells replaced 1939
George A. Jewett Student Union/men’s dormitory		1940	

The enrollment figures reflect a period of stability up until the Great Depression. This lack of growth is unexpected given the campus picture that is described in the annual yearbooks, and the substantial rebuilding of the campus during this time period. The depression had a substantial and lasting impact on the campus and it likely had an even greater impact on the proportion of full and part-time students, assuming the latter number increased. Substantial growth then resumed although the data suggests that this growth was in part-time students.

As of 1926 full-time enrollment included 970 males and 762 females for a total of 1,732 students (Blanchard, p. 251). Female students necessarily dominated in several of the colleges, save for Law and Commerce.

Drake Neighborhood Architectural and Historical Survey:

College	Male Students	Female Students
Liberal Arts	313	398
Bible	52	36
Commerce	235	11
Education	35	328
Fine Arts	54	295
Law	73	
Total	970	762

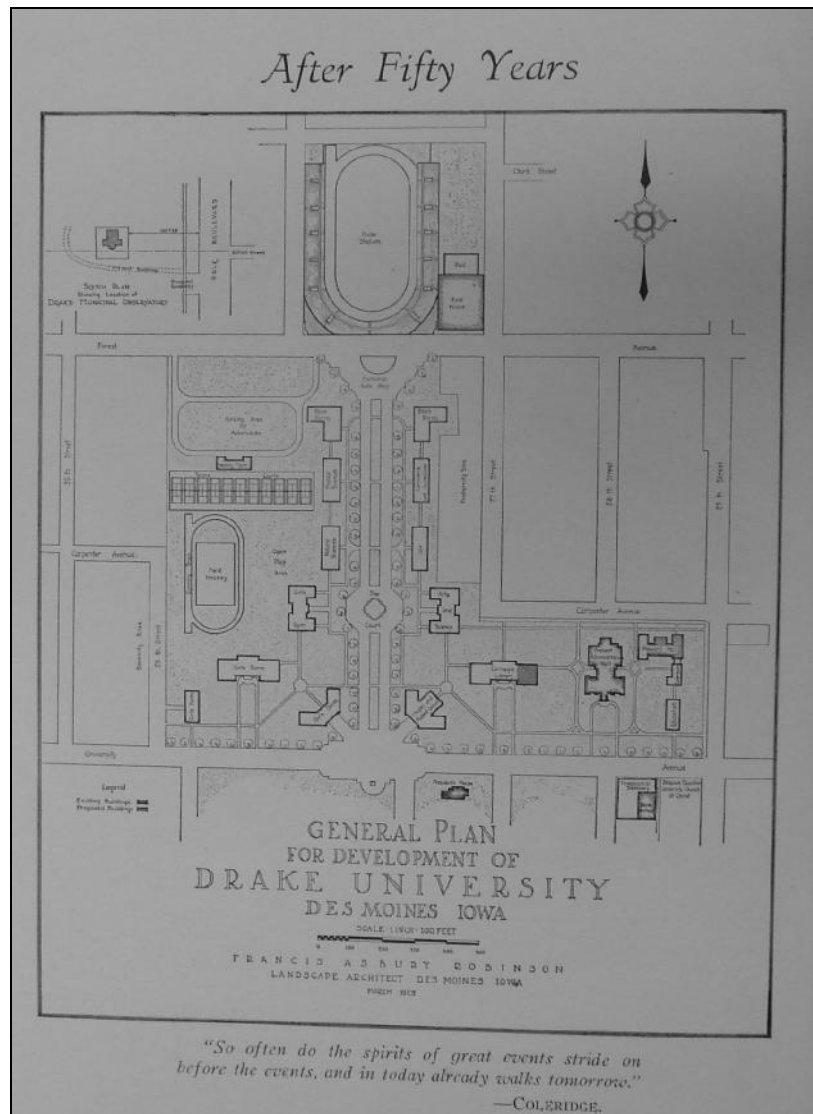


Figure 3-21: Future “city beautiful” symmetrical campus plan, 1930

The central boulevard envisioned in 1930 exists today as a lengthy pedestrian promenade between 26th and 27th streets, between Carpenter and Forest. In keeping with “City Beautiful” precepts, a large number of mirror-image buildings was envisioned to flank the planned boulevard. This design screams for the primacy of sports, with the stadium supplanting Old Main as the campus focal point.

Drake Neighborhood Architectural and Historical Survey:

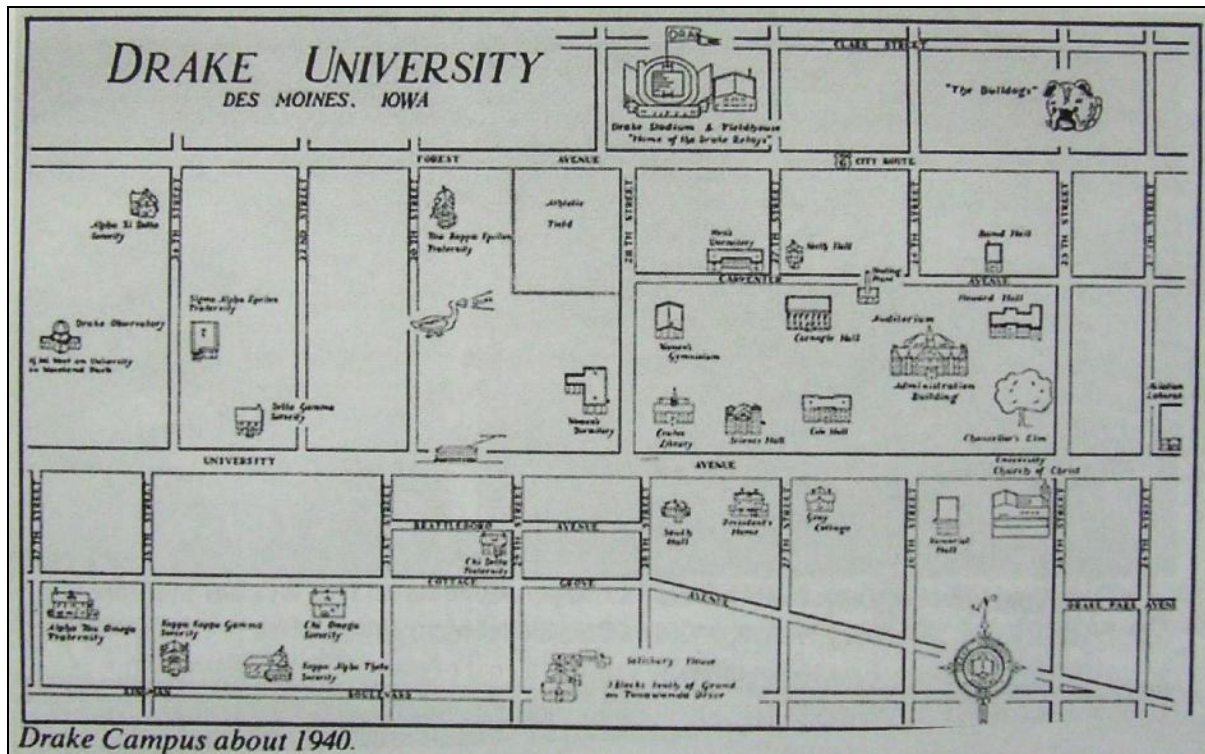


Figure 3-22: Actual Drake Campus map, 1940

The 1940 campus plan contrasts rather sharply in contrast to the hopes envisioned in the 1930 plan. Notably Greek houses are mapped and the Salisbury House and Waveland Observatory are included as off-campus insets. The bulldog and the duck are both acknowledged. The Science Building appears to have been ignored completely, and its site is vacant.

Residences largely separate the stadium and field house in this image. The tree canopy is everywhere, save for the Dogtown area, and a curiously clear cut parcel visible at lower right (Old Age Home), the future trailer court site.

(4) The Modern University, 1941-1960+:

The university had enjoyed five years of steady post-depression growth prior to the outbreak of World War II. This second war lasted longer and had a much broader homefront impact, both in terms of the military mobilization, but also in cultural and lifeways terms.

This historical phase opened with the presidency of Henry Gadd Harmon, Drake's seventh president, who assumed that role in October 1941. The Des Moines College of Law was purchased a month earlier, bolstering Drake's law program.

The first post-declaration of war change was the offering of an accelerated five semester/three summers undergraduate program, or a bachelor's degree earned in two and a half years. Mid-year graduations were added during January. The university experienced a 30 percent decline in enrollment.

Drake Neighborhood Architectural and Historical Survey:



Figure 3-23: Illinois Hall (southeast corner, 25th Street and Carpenter Avenue) (Quax, 1949, p. 171)

Two military programs utilized the campus, but the significance of this is lessened by the fact that both programs were ended earlier than expected. The Women's Army Auxiliary Corps came to Drake in September 1942 and utilized Cole Hall and the Women's Gymnasium, as well as the student union. There was virtually no interaction between the WACS and the campus in general and they departed to Fort Des Moines, in the south part of the city, in December 1943. Given that Des Moines was the main WACS training base, significance does derive from this historical function by Drake, and two buildings interpret the presence.

The Army Air Corps Training Crew brought 550 men to the campus in April 1943. The university provided housing, food and instruction. This unit was housed numerous points, the list comprising a commercial building on 24th Street; the former telephone company building at School and 24th streets, St. Luke's Episcopal Religious Education building; the fifth floor of the Christian Church; several fraternity houses, and Memorial Hall (officers and headquarters classes). This contingent was called away by June 1944 and the campus was left "a shadow of its former self." As of September 1943 there were just 700 students still on campus and a move was made to admit third year high school students. All of the fraternities ceased their regular business and a handful of sororities were able to retain their houses.

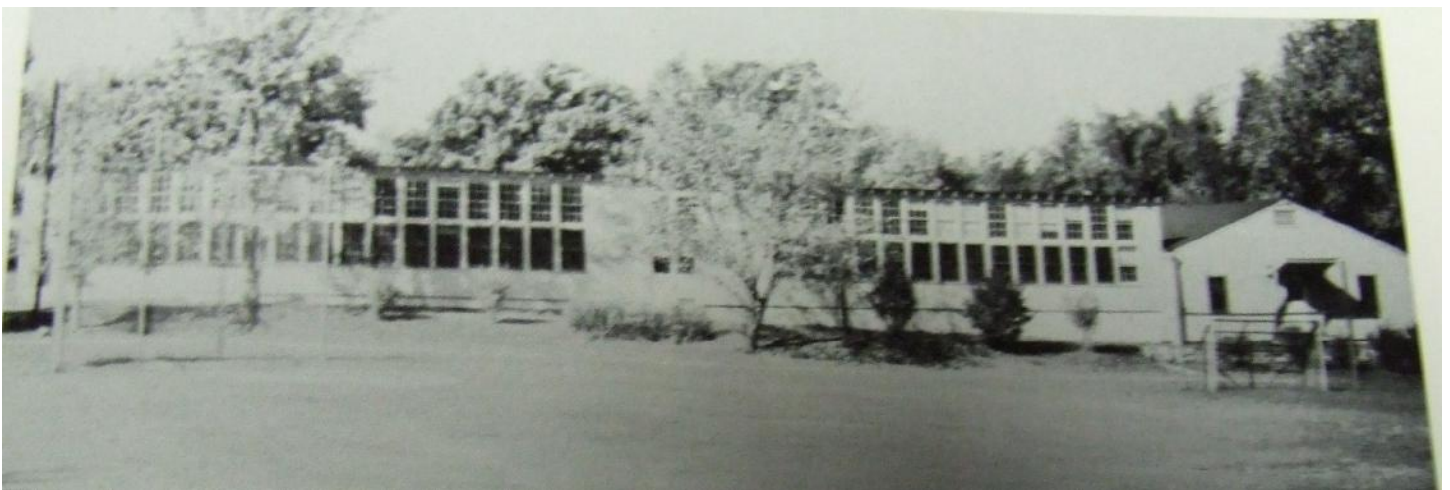


Figure 3-24: Iowa Hall, still in use as of 1962 (Quax, 1962)

The campus was considerably rearranged once the war ended. The Federal Housing Authority made trailers available and in April 1946 these were assembled into a trailer court on the north end of the Home For

Drake Neighborhood Architectural and Historical Survey:

The Aged grounds, immediately west of campus. The university was negotiating the purchase the entire property that included the court. The trailers would serve as surplus housing for eight years, the last ones being removed in mid-1954. In the spring of 1947 the War Assets Administration made salvage materials available from the Sioux City Air Force Base and these were transformed into six temporary classroom buildings. They were named for the states that profided most Drake students, thus New York, Minnesota, Illinois, Iowa, Missouri and Indiana.



Figure 3-25: Skip Day, 1942 (Quax, p. 89)

One legacy of the military hubris of both the war and the developing Cold War was the introduction of mandatory Reserve Officer Training Corps participation on the part of all male students at Drake. The Air Force program was housed in Illinois Hall and was a very large program for many years.

Drake Stadium was separately managed and operated by the Stadium and Field House Corporation, using bonds as the means of financial support. The bond market rates had fallen so far that the Corporation risked failure. The University intervened and paid off the bonds early, eliminating the other entity and saving the stadium and field house. The campus as of 1957 contained 29 buildings and 35 acres of land.

The Salisbury House had been donated as a fine arts college site but its distant location had precluded any effective use of it. The most enterprising idea was to cut it into three pieces and to move the pieces to campus. Instead, it was sold off. In December 1946 the Home For The Aged property was acquired and its substantial building was razed. This large tract would enable the campus to both extend west and to allow for the construction of a large number of new dormitories.¹

¹ The Home For The Aged was a large institutional building that was located on a 13.5-acre tract of land that was located between 28th and 29th streets, and between University Avenue and Forest Avenue. It was established in 1896 and had a capacity of 65 residents. The parcel was purchased by Drake University in 1946 but only the north half of the tract was used to construct the Iowa Building, and after World War II, the trailer court, and finally the Harvey Ingham and Fitch Pharmacy buildings. The home finally closed in 1961 and its residents were relocated. The south half of the tract now contains the Meredith, Aliber and Olmstead Center buildings. While the building is long gone, the tract exemplifies how substantial parcels of land were otherwise unavailable for residential platting and development, and in this case provided land for university expansion to the west (Des Moines Register, April 12, 1995).

Drake Neighborhood Architectural and Historical Survey:

New Buildings, The Modern University, 1941-1960+:

Extant Building	Non-Extant Building	Date	Comments
	Trailer camp	1946	Placed on north half of Home for the Aged tract, purchased in 1946, demolished 1954
	New York, Minnesota, Illinois, Iowa, Missouri and Indiana halls	1947	Temporary frame buildings named for home states of most students
Fitch Hall (Pharmacy)		1948-1949	
Harvey Ingham Hall of Science		1949	Replaces Science Hall
Charles Sanderson Medbury Hall		1956	
Mary Carpenter Student Residence		1957-1958	
Robert A. Crawford Student Residence		1957-1958	
Luther Winfield Stalnaker Student Residence		1957-1958	
Hubbell Dining Hall		1959	
Oren E. Scott Chapel		1956	
		1958	Student union expansion with matching wings
		1958	Five parking lots
Frank I. Herriott Student Residence		1959	
Kirk Student Residence		1963	
E. T. Meredith Memorial Hall		1964	
Goodwin Student Residence		1966	
Cartwright Hall Student Residence		1967	
Cowles Library Annex		1967	
Harmon Fine Arts Building		1972	
Olin Hall of Biological Sciences		1973-1974	
Olmsted Center		1974	
Aliber Hall (Business Administration)		1981-1982	
Dial Center for Computer Services		1976	
H. M. Bell Center (athletics)		1981-1982	East of old field house)
Cartwright Hall (Law School)		1981-1982	
William A. Knapp Center		1992	

Drake Neighborhood Architectural and Historical Survey:



Figure 3-26: Home for the Aged, view northwest (Quax, 1908)

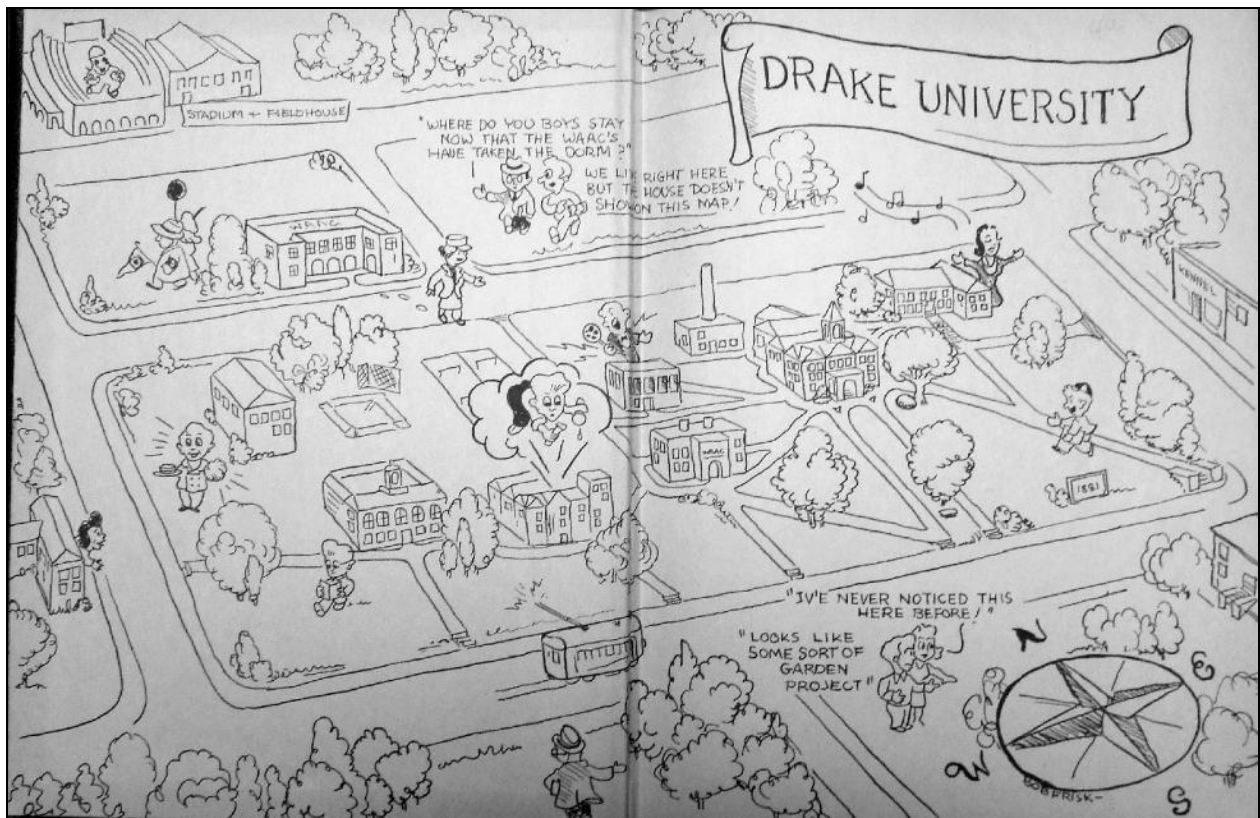


Figure 3-27: The World War II Drake Campus. 1943, view northeast (Quax, 1943)

Drake Neighborhood Architectural and Historical Survey:

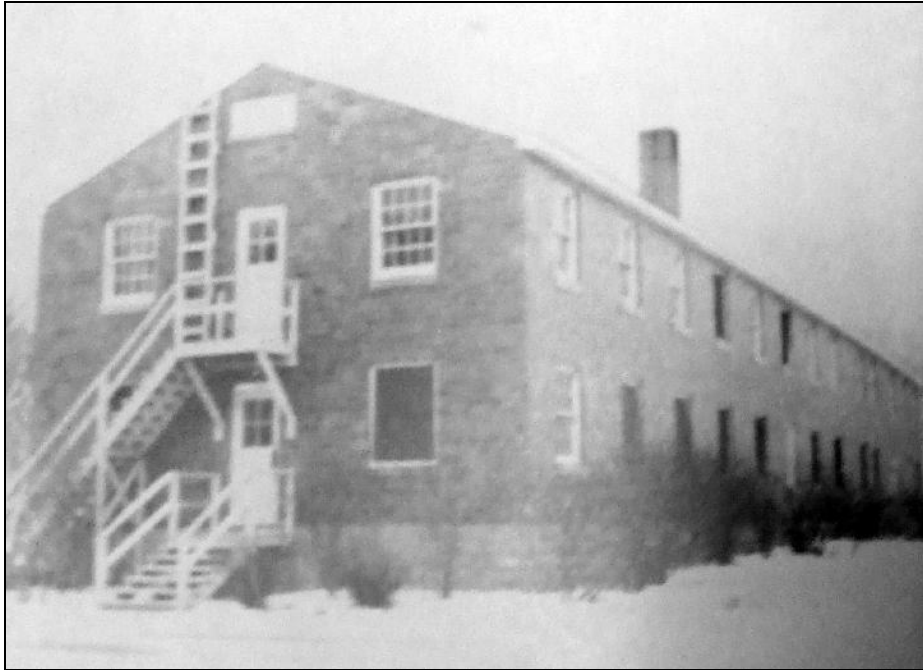


Figure 3-28: Women's Gymnasium used as a Women's Army Corps barracks (non-extant) (Quax, 1947, p. 188)

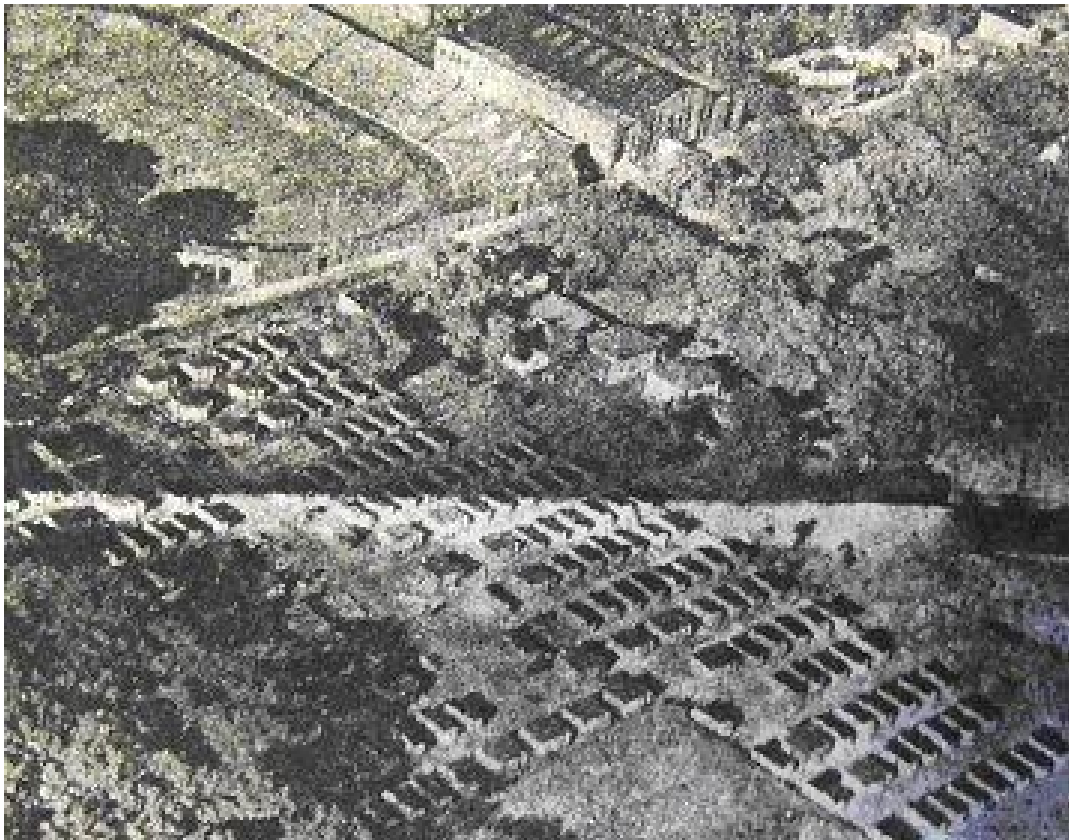


Figure 3-29: 1946 aerial view northeast, showing the trailer park and stadium (Des Moines *Tribune*, September 1, 1980)

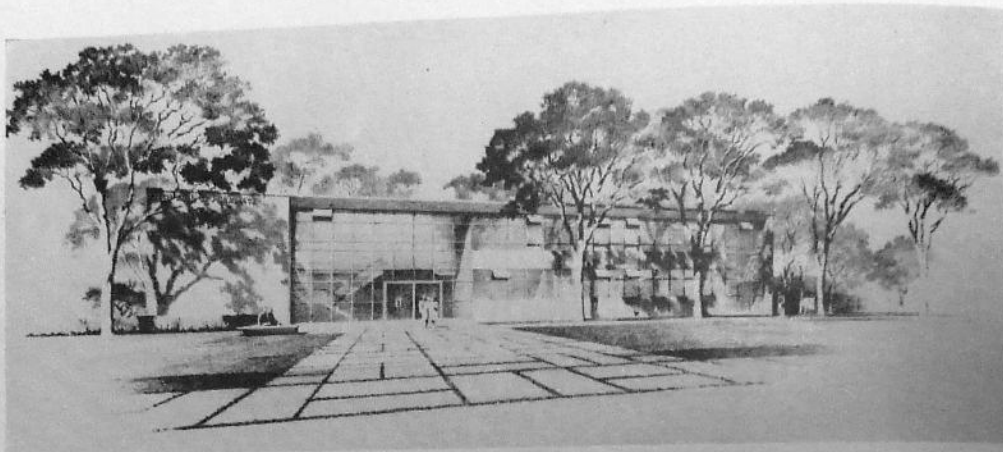


Figure 3-30: Never-built campanile as addition to the Jewett Student Union, 1945 (Quax, 1945, p. 118)



Figure 3-31: Trailers and the temporary Iowa Building in the background, view southwest, 1948 (Quax, 1948, p. 187)

Drake Neighborhood Architectural and Historical Survey:



This view of the new Fitch Hall of Pharmacy, now being erected on the University campus, is from the architects' drawing. The building will be located on Twenty-eighth St., south of Forest.

ARCHITECTS

SAARINEN, SWANSON AND SAARINEN
Bloomfield Hills, Michigan

ASSOCIATE ARCHITECTS

BROOKS AND BORG
Des Moines, Iowa

GENERAL CONTRACTOR

ARTHUR H. NEUMANN AND BROTHERS, Des Moines, Iowa

PLUMBING AND HEATING

WOLIN PLUMBING AND HEATING CO.
Des Moines, Iowa

ELECTRIC WORK

JOHNSON ELECTRIC COMPANY
Des Moines, Iowa

Figure 3-32: New and illustrious architects come to Drake (Quax, 1948, p. 242)

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Figure 3-33: Wintery aerial overview to the northwest, 1952 (Quax, 1952)

Note that the residential housing between 25th and 28th streets remained intact as of this time. The campus was still largely contained between 25th and 28th streets, University and Carpenter avenues. Three buildings along the 28th Street tied the stadium and campus proper together.

Drake Neighborhood Architectural and Historical Survey:

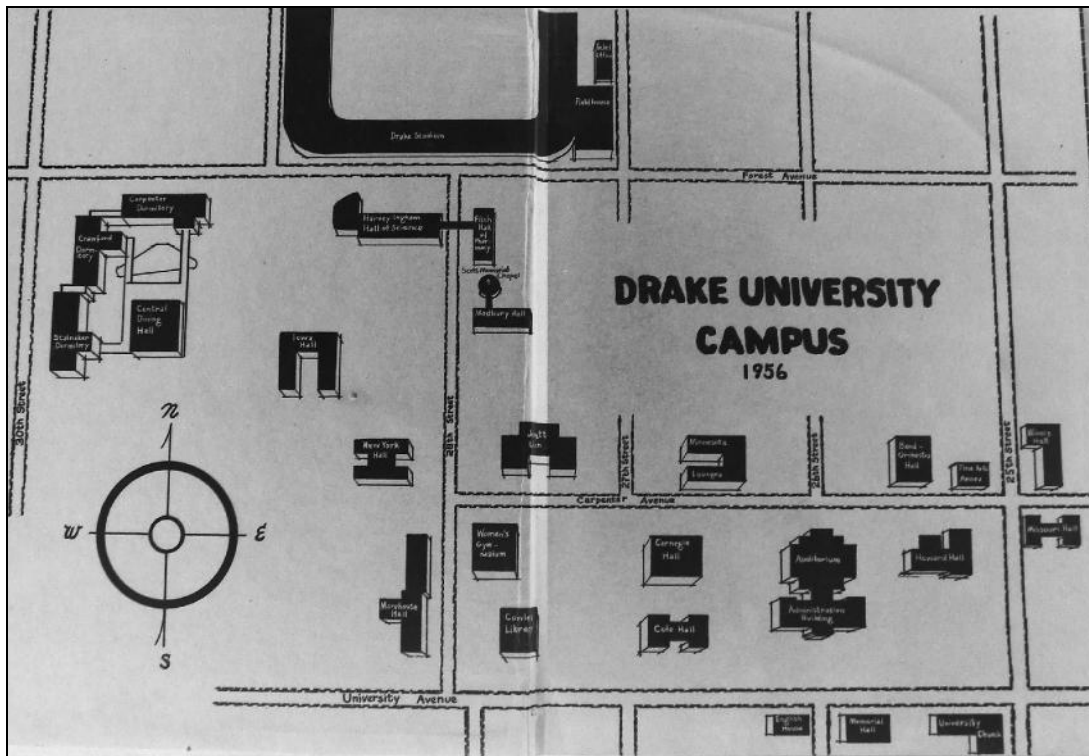


Figure 3-34: Campus map, 1956

The campus advanced to the west during the early 1950s as the Saarinen-designed buildings replaced the trailer court and the Iowa Hall. The other temporaries remained in use.



Figure 3-35: Skip day, 1957 (Quax, 1957, p. 5)

Drake Neighborhood Architectural and Historical Survey:

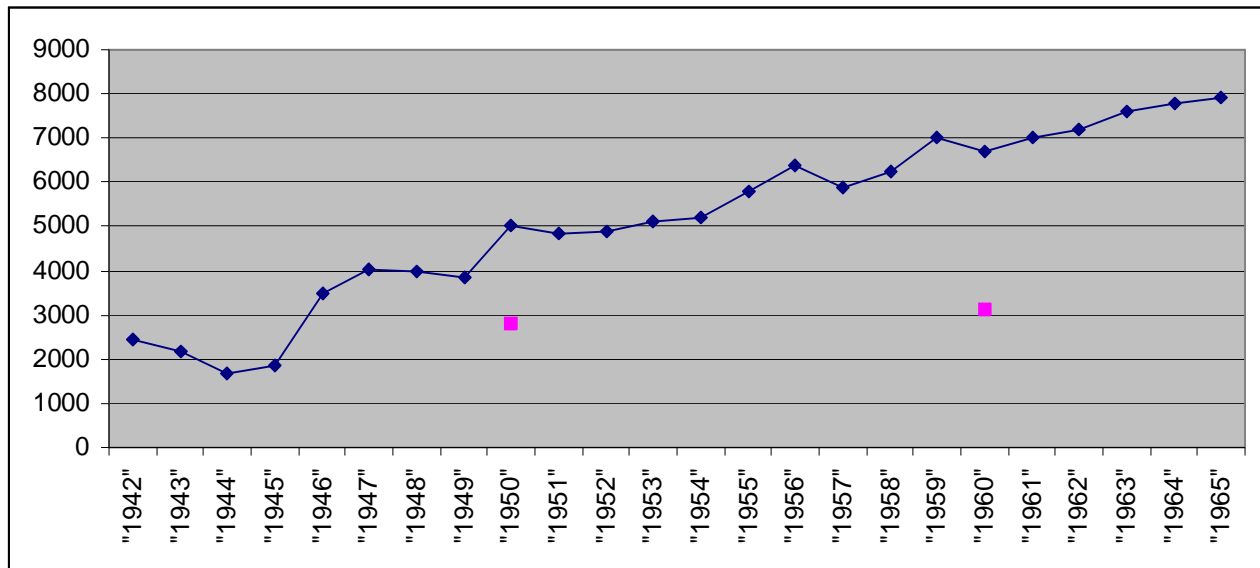


Figure 3-36: Drake University Enrollment, 1942-1965

Drake University Historical Overview (by Jennifer James):

Oskaloosa College/Drake University: In May 1881, a group of Des Moines business and church leaders incorporated the University Land Company with the purpose of helping found a college in the metro Des Moines area. The land company attempted to gain control of the Disciples of Christ-affiliated Oskaloosa College assets, but when that plan went awry, proceeded to support the establishment of the new Drake University, named for Land Company member General F. M. Drake. The land company gave the university a five-acre campus plus one-fourth of all proceeds from University Land Company lots sold, “in consideration of advantages to be derived from the location of said University,” according to the contract. Drake University opened for classes in September 1881. An 1898 history of Des Moines praised the University Land Company’s role in establishing the university on solid financial footing: “From the start the enterprise was managed with rare skill and much financial ability. The buildings were rapidly pushed forward to completion, and in a comparatively short time the University was in operation, with many students in attendance. From the beginning Drake University has been a very successful institution.” The history and land development legacy of the University Land Company and Drake University are detailed in later sections (*Record of the University Land Company*, June 28, 1881; Porter, page 468).

Oskaloosa College: Precursor to Drake University

The founders of Drake University knew first-hand about ailing colleges: Drake was established out of the floundering Disciples of Christ-affiliated Oskaloosa College, founded in Iowa in 1857. From the mistakes and circumstances that contributed to the downfall of Iowa’s first Disciples of Christ college, the backers of Drake University charted a new direction in establishing a private university in Iowa. The key elements that Oskaloosa lacked—solid financial footing and control over the college’s destiny by the board of trustees—became the key elements upon which Drake University was founded. Thus, it is important to look at the problems Oskaloosa College faced to better understand how and why Drake University developed its campus and the residential neighborhood around it.

To better understand the problems Oskaloosa College experienced, which in turn influenced Drake University’s forays into real-estate development, it’s important to understand the Disciples of Christ movement and its emphasis on education. Religion historian Samuel C. Pearson describes the Disciples of Christ “as an

Drake Neighborhood Architectural and Historical Survey:

American religious movement that both reflected and shaped the ethos of that era”—the nineteenth-century era of frontier expansion and Jacksonian democracy (Pearson). The Disciples of Christ (now known as the Christian Church) was formed by two separate religious movements that united in the 1830s. With an emphasis on intellectual philosophy and education as a means of perpetuating church ideals, establishing schools and colleges was a natural part of the church’s ministry. As Disciples members pushed west from the strong bases of the church in Pennsylvania, Virginia, and Kentucky into the frontier of Tennessee, Ohio, Indiana, Missouri, Arkansas, Illinois, Iowa, Texas, California, and the Pacific Northwest, they established a number of secondary-school academies and colleges. A 1905 history of the church, which counted about forty-five church-affiliated educational institutions, explained how merging theological seminary and college into one institution, as Disciples of Christ-affiliated colleges did, strengthened support of the colleges, which in turn strengthened the religious movement as a whole: “Such a school served the ends not only of ministerial training but of general Christian education for the sons and daughters in the families of Disciples, and thus made a double appeal to the churches....” In spite of the meagre support and inadequate equipment of these colleges, they have been one of the most important factors in the growth and development of the Disciples” (Gates, 291 and 293-94).

Above all, Oskaloosa College struggled financially throughout its existence. The state church convention founded the college in 1857, offering the institution to whichever town made the highest offer; Oskaloosa, a small city about 60 miles southeast of Des Moines, answered the call. The college was set up so that local stockholders would donate \$30,000 in endowment and control contributions, while trustees selected by churches from around the state presided over the board; Drake University history professor Charles J. Ritchey viewed this setup as a major contributor to the downfall of the college (Vawter, 452; Ritchey, 32).

Two Oskaloosa families donated the ten-acre campus, and Irish-born architect William Tinsley was hired to design the main campus building. Tinsley, who immigrated in 1851 and settled in Cincinnati, was “perhaps the most popular collegiate architect in the middle of the century” in the Midwest. Tinsley’s work included campus buildings for Kenyon College in Ohio; Indiana University, Disciples of Christ-affiliated Northwestern Christian University (now Butler University), and Wabash College in Indiana; Quincy College in Illinois; and the University of Wisconsin. The financial panic of 1857 followed by the start of the Civil War delayed completion of the stone campus building and caused the financial campaign to flounder. Disciples preacher and teacher George Thomas Carpenter and his brother William started an independent primary school out of the shell of the building, “with the consent but without the assistance” of the college trustees. By 1863, the school was offering collegiate courses. Eventually as many as eleven faculty members taught everything from Bible courses to music. George Carpenter served as college president, on and off, from 1868 until 1881 (Ritchey, 27; Turner, 124).

Despite the college’s nominal success, in 1879 Des Moines businessman George Jewett, withdrew his support of the college and recommended that it move to Des Moines, the state capital of Iowa since 1856. Soon after, church leaders suggested the college be moved to Marshalltown. Then in 1880, three professors resigned over their persistently low salaries. Carpenter rallied support from two Disciples ministers, D.R. Lucas and Keith Vawter, from Polk County, where Des Moines was the county seat. With their assistance and that of Jewett, a group of Des Moines-area businessmen developed a land development scheme to finance the new university, which would be relocated to the center of the new suburban Des Moines community. The Des Moines backers also secured a \$20,000 donation from General Francis Marion Drake, a Civil War general, railroad president, and brother-in-law of George Carpenter. Despite support from Oskaloosa College trustees for moving the college, stockholders in the college refused to transfer the assets off the college to the new university. Both the state church convention and the courts agreed with the stockholders that the new university should go its own way. All but one faculty member moved to teach at Drake University, along with a number of students. After the split, Oskaloosa College struggled to survive until finally closing in 1900 (Long, E.4; Ritchey, 35)

Suburban Drake University: A New Direction:

The turn of events that led to the founding and subsequent floundering of first Disciples of Christ-affiliated college in Iowa, Oskaloosa College, informed the Drake University trustees and backers' decisions in establishing the new university in a new suburb. George Carpenter was named the president and chancellor of the new Drake University, in 1881. He and Drake University backers, who included several prominent Des Moines-area businessmen and ministers, recognized the weaknesses that had led to Oskaloosa College's demise. To ensure that the university would not have to grapple with the same obstacles, Drake University's founders created an institution that differed from its predecessor in three primary ways. First, the university's incorporation specified that the board of trustees—and not local stockholders, as for Oskaloosa College—controlled the university's finances and future. Trustees included ministers and financial backers selected by the state church convention, plus alumni (*Minutes*).

Second, the university was located in an undeveloped suburban area—and not within an established town or city—in order that the community could be shaped according to the needs of the university. The Drake campus was smaller: Initially only five acres were owned by the university, versus the ten-acre campus in Oskaloosa. The Drake building campaign started humbly in 1881 with a wooden frame building called the Students Home, which was constructed by and rented to the university by supporter Ira Anderson. This served as a temporary general-use building until the brick Main Building was completed in 1883. Main Building was designed by C. B. Lakin, a Des Moines architect, who was not famous as William Tinsley was. Also in contrast the Oskaloosa building, Main Building was completed within two years because the university had the funds in hand in order to pay for the work.

Third, to ensure financial stability for the university, seven university trustees (including General Francis Marion Drake), university president George Carpenter, and eight other backers formed a land trust called the University Land Company. The land company investors included lawyers, real estate agents, and bankers. Its incorporation called for donating a small university campus surrounded by residential lots. For every lot sold, a portion of the proceeds was earmarked for the university. Plus, the university received land company stock to use toward building a permanent campus building. The land development scheme provided a steady means of support to grow the fledgling university. As historian Barbara Beving Long details, sales of land through the land company and then by the university itself were successful, and in turn made the university successful: It was ranked as the fastest-growing Iowa college in the late nineteenth century (*Minutes*, June 28, 1881; Long, E.1)

Drake University polytechnic campus: In 1889 the rapidly growing Drake University pursued establishing a second campus, for a polytechnic school, about two miles west of the original university grounds to relieve campus overcrowding without intruding into the surrounding University Place area neighborhood. The university board of trustees negotiated with the West End Land Company to purchase about 100 acres of lands on which to erect \$40,000 in buildings surrounded by experimental grounds. The West Motor Line streetcar route was projected expand north to the proposed new campus, as was published on a map inserted in the 1889–90 city directory. When the university was unable to secure a contract that protected its assets and assured proceeds adequate to fund the new campus, the deal fell through. Then, in 1890, the Drake board tried again to establish a polytechnic school, this time on the east side of Des Moines, but was unsuccessful in striking an agreement to the benefit of the university (*Bushnell's Des Moines City Directory, 1889–90*, page 674, as cited by Page, page E14; *Minutes*, March 12, 1889; April 9, 1890)

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Other Des Moines Private Universities and Colleges:

University of Des Moines/Des Moines College: In August 1881, the University Land Company made its first resolution regarding selling land for a campus to the University of Des Moines, a Baptist institution that was founded in 1865 and later renamed Des Moines College. The offer, which the university may have solicited as a means of assisting it out of debt, was not as generous as that offered Drake University. The land company offered “Des Moines University” about five acres of land next door to the Drake campus for \$1,500 at eight percent per year under the condition that if within two years the institute erected buildings valued at \$10,000, the sale price of the land plus interest would be returned. Five months later, the land company made a second offer to Des Moines University involving the same parcel of land, which was located across the street from the Drake University campus in the suburb of University Place; this proposed second campus was part of the University Park. The resolution read “Resolved, that the University Land Co. will donate to the University of Des Moines a certain tract of about five acres for a campus and six thousand dollars upon condition that said university shall furnish a satisfactory guarantee that they will expend upon a college building on said lot of not less than \$15,000 the present year and at least \$10,000 more during the next three years, the tract for campus being all that part of Lot 118 south of the extension south of University Avenue.” No further mention in University Land Company records is made of the University of Des Moines (*Record of the University Land Company*, August 8, 1881, January 25, 1882).

In 1884 the Polk County Homestead & Trust Company made a pact with the University of Des Moines to relocate the school from the west side of Des Moines to its Prospect Park Plat in the suburb of North Des Moines, which bordered University Place to the east. Fancy illustrated maps of the plat used to entice land purchasers prominently labels the University of Des Moines campus. The university’s advertisement in the city directory of its new location for its 1884-1885 term pledged that the institution “with its present management is rising out of debt to its higher level and life, prominence, and permanence.” That permanence proved elusive: Polk County Homestead & Trust Company had promised “that if the school operated as a ‘College of standard grade’ for a period of years” it would receive title to the campus and several outlying lots. But the land speculators soon decided that the school was not up to standard and claimed that it had forfeited its option on the campus and the lots. The college sued and in the Iowa Supreme Court won title to both the campus and the lots” (*Bushnell’s Des Moines Directory, 1883–84*, pages 108-10; Rose, page 11).

The Prospect Park Plat took until about 1917 to become mostly developed with residential homes. In 1916 the college merged with Central College in Pella, and the combined school was called Union College. Two years later, Union College purchased Highland Park College, and the old North Des Moines campus was sold to a Catholic boy’s school. After Dowling High School moved to a suburban campus in 1971, the campus housed various social services organizations in the few remaining buildings. In 1998 Prospect Park Second Plat Historic District was named a National Register Historic District for its association with real-estate practices, which affected patterns of community planning and development (Page, Vol. IV, page E28; Ritchey, page 194).

Highland Park Normal College/Highland Park College:

In 1889, investors formed the Highland Park Land Company to promote sales of lots around the new Highland Park Normal College, located in the unincorporated suburban area of Highland Park, northeast of North Des Moines. An April 1890 newspaper advertisement appealed to potential homeowners:

Splendid Place to Make Investments, Build a Home and Educate Your Children. SPECIAL INDUCEMENTS TO HOME BUILDERS! In order to insure necessary accommodations to students before the openings of the College, September 1, 1890, the Highland Park Land Co. will

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give one year tuition in the College free to every person who buys a lot in Highland Park after this date and builds a house thereon, costing not less than \$2,000.

Following the Drake University model, dormitories were not built; instead, out-of-town students were to board with local residents. The school attracted more than 800 students its first year and more each subsequent year until the Financial Panic of 1893 hit. Then the stock company encountered financial difficulties. Just a few years later, things sounded promising when an 1898 history of the city was written and noted “[its phenomenal early growth, followed by a few years of unfortunate business difficulties, its complete and permanent re-establishment, present prosperity and hopeful outlook...” The campus grew to an impressive collection of stonemasonry brick buildings and even sports facilities. The school, which became affiliated with the Presbyterian church in 1911, seemed poised to compete with Drake University when it merged with the Baptist-affiliated Des Moines College in 1918 and was renamed Des Moines University in 1920. However, due to internal conflicts with its more conservative church affiliation, the Des Moines University board of trustees in 1927 worked out an agreement to transfer records, alumni lists, and other assets to Drake University. Drake University trustees saw the opportunity to the landlocked Drake campus without having to embark on a capital improvement plan. The transfer was pursued despite opposition from students and the Highland Park community, until a fundamentalist Baptist group took control of the campus. Under the new leadership, creedal requirements were implemented that led to student riots that shut down the campus in 1929. The campus was redeveloped into the first mall in Iowa in 1959, destroying most original buildings. In 1998 the commercial district that developed near the original campus was listed as the Highland Park Historic Business District, also known as College Corner Commercial Historic Business District for its association with the college and for its architecture (Page, page E24; Porter, page 863; Ritchey, page 194).

Grand View College:

In 1896, Danish-Americans founded Grand View College on the east side of Des Moines. The Lutheran-affiliated school offered residential lots for sale to help defer startup expenses, but did not encounter the success that Drake University did. The college remains in operation today, with its original Old Main Building still standing. The Old Main Building was listed on the National Register of Historic Places in 1978. As Long noted about both Grand View and Highland Park land developments: “Both schemes suffered from the financial doldrums of the 1890s and a less committed and experienced leadership. While all these Des Moines examples stimulated lots sales and settlement around the campuses, Drake was by far the leader, both chronologically and in effects on area development. And none met with the financial remuneration that characterized Drake’s foray into real estate development nor were the other schools directly involved in subdivision development and apartment construction” (Long, E14).

Drake University as a real-estate developer:

In undertaking its suburban land development schemes, Drake University was the first private or public university to employ such techniques in Des Moines and possibly the first private university to participate in suburban development in the state. After the University Land Company’s initial success selling lots with Drake University as a key amenity, other local developers and colleges, notably Highland Park College, followed suit, hoping to gain the same economic advantage in the go-go real estate market of the 1880s and early 1890s. Two of these attempts even involved Drake University. These replications demonstrate the lead role that Drake University took in pioneering university/college-linked suburban development in Des Moines.

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University Land Company History and Its Members:

Incorporated real-estate companies came to the fore during the frenzied period of Des Moines expansion in the 1880s. These companies provided the required capital to purchase, plat, and market large tracts and lowered the risk—benefits that an individual investor or partnership did not have. One of the earliest and most successful was the University Land Company, incorporated in May 1881. The company eventually consisted of 18 prominent Des Moines and central Iowa business leaders, many of whom had business or church ties to one another. The land company was expressly formed to assist in building a university, and the original stockholders collectively possessed the skills to do it. According to the articles of incorporation, “The business of said company shall be to purchase and sell real estate, to plat lands into town and city lots, to issue and sell stock and bonds upon the real estate in its possession, to assist in the location, erection, and endowment of a University in or near the city of Des Moines, Iowa.” The company was capitalized at \$100,000, with stockholders subscribing \$20,650 toward land purchases and mortgages making up the difference. Indebtedness was not to exceed one-fourth of the capital stock. A board of seven directors managed the corporation, with E. N. Curl serving as first president, George T. Carpenter as vice-president, D. R. Lucas as secretary, and C.E. Fuller as treasurer (Page, “Prospect Plat,” page 8-29; Record of the University Land Company, May 7, 1881).

The land company purchased the original 139 acres of land that formed the heart of the University Place area. About ninety acres of the land lay outside of the city limits, extending from Western Avenue (now 28th Street) to 20th street and from North Avenue (now Forest Avenue) to North Street (now University Avenue). Contiguous to this suburban land, the land company purchased a strip of nine-and-half acres between 25th and 24th Streets and North Street and Cottage Grove Avenue that connected to about forty acres of land south of Cottage Grove Avenue to south of School Street and between Western Avenue and 24th Street. The land company approached two other land owners about purchasing the tracts of land directly south of the university campus, between North Street and Cottage Grove Avenue, but the land remained unplatted until 1887 when Drake University purchased the land.

Most of the land company stockholders lived on the west side of Des Moines or in North Des Moines. Some purchased land on which to build their own homes, although most of these houses are no longer standing. All members are indirectly represented historically by the plat, particularly Carpenter, whose name is attached to a pocket park and a street, both of which were named in his honor after his death, and Drake, whose name is borne by both the university and a neighborhood park. Many of the original stockholders were on the who’s who list of central Iowa businessmen, with depth of experience in law, real estate, and banking. Many of these stockholders owned their own companies and were well-to-do. Below is a list of stockholders with important business and political ties that would have assisted the land company in developing the University Place area and helping fledgeling Drake University become successful:

Ira W. Anderson (18__–19__) was an attorney and nearby resident in Cottage Grove Addition (an earlier plat established in the 1870s and located southeast of the campus in the city of Des Moines). This Disciples of Christ member was active in setting up the land company and subscribed \$2,000, but then removed himself to build the Students’ Home, which he leased to the university for use as a residence for faculty and students and as classrooms and offices during the school’s early years. E. J. Ingersoll and Adam Howell took his place as stockholders.

Talmadge E. Brown (1830–1891) was locally significant as owner of Walnut Creek Coal Company and a major land developer involved in deals around Des Moines. Brown’s legal and real estate experience would have been helpful to the land company. An 1880 portrait of him concluded that “His good judgment and confidence in regard to the future of Des Moines is evinced by his investments in real estate, his addition to the city, and his efforts in laying out a park....” In 1881 he sold 76 acres of land south of Cottage Grove Avenue to

Drake Neighborhood Architectural and Historical Survey:

the University Land Company. Brown contributed \$5,000, that being the largest subscription, to capitalize the stock company, and was later issued \$12,500 in stock, that being the largest issuance. It appears that Brown transferred his stock to Drake University trustee and former governor Samuel Merrill: A note in the land company records reads “Samuel Merrill—to Drake University.” (Jacobsen, Linden Heights, page 68-69; *Record of Sales, University Land Company*, pages 150–151)

James Callanan (1820–18__) was locally significant as a capitalist, real estate dealer , and attorney who was involved with several banks, was part owner of a railroad, co-founded the large and prestigious Iowa Loan and Trust Company, and co-founded and served as treasurer of Hawkeye Insurance Company. He was also heavily involved in philanthropic pursuits, including founding Des Moines’ first women’s college, Callanan College, in 1879; the college merged with Drake University in 1886. His prestige in the community would have assisted the land company, although his involvement seems to have been limited to his initial financial contribution—perhaps brought about through his fellow Iowa Loan and Trust co-founder C. E. Fuller. Callanan subscribed \$1,000 to capitalize the land company and was issued \$2,500 in stock. Callanan’s estate (nonextant) was located south of the University Land Company’s land.

John Milton Coggeshall (1829–) was a real-estate dealer with Coggeshall & Hunt and one-time Des Moines city council member, subscribed \$200 to capitalize the land company and was issued \$500 in stock. He purchased and sold lots in the University Place area. His political connections would have been useful in negotiating road construction to the new university and University Land Company lots. An 1880 portrait described him as “one of the prominent men in his business in the city” (*The History of Polk County, Iowa*, page 790).

E. N. Curl (18__ -19__) was a lawyer, partner in Carter, Hussey & Curl printing and book manufacturing company, and a Drake University trustee. He served as the first president of the land company and as the paid superintendent oversaw the platting and upkeep of the land during during the first year of the land company. Curl was an active member of the Disciples of Christ, and his sons attended the university. He subscribed \$2,000 to the land company and was issued \$5,000 in stock. Among the more than a dozen lots he purchased were lots 189 and 190, bought in February. The land company records note that he paid “with stock and a building contract,” raising the possibility that he built the vernacular Victorian at 1080 25th Street, a residence already listed on the National Register of Historic Places for its association with Drake University (1885 (*Record of the University Land Company*, January 5, 1886).

Francis Marion Drake (1830–1903) was nationally significant as a railroad builder and promoter and governor of Iowa for one term (1896–98). He was president of the Iowa Southern Railway and later the Indiana, Illinois & Iowa Railroad and lived in Centerville, Iowa. Drake was an active Disciples of Christ member, and as brother-in-law to George Carpenter, he became the benefactor of the new university with a \$20,000 pledge—the first of many, totaling some \$225,000 by his death in 1903—and the university was named for him. Drake served as president of the Drake University board of trustees. He subscribed \$2,000 to capitalize the land company—a nominal amount for such a wealthy man, but his involvement no doubt lent credibility to the operation—and was issued \$5,000 in stock. He bought at least twenty-three lots from the land company. In 1888, Drake purchased and donated land to the university, which it platted and sold as Drake University’s Third Addition to Des Moines. Besides the campus, Drake’s name lives on in Drake Park, located south of the Third Addition.

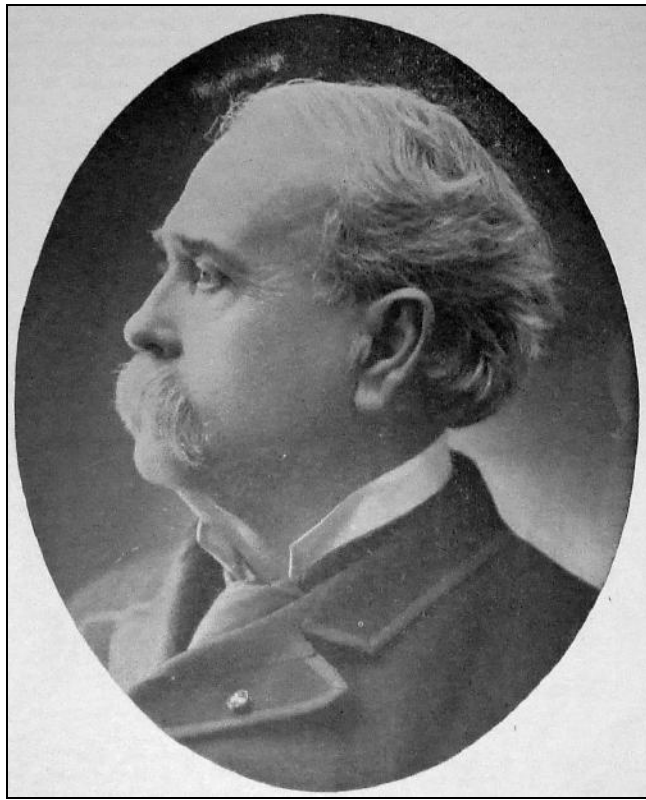


Figure 3-37. Francis Marion Drake (Carpenter, page 357)

Corydon E. Fuller (1830–1887) was locally significant. He lent his expertise in banking and land development to both the university and the land company. He served as secretary on the Drake University board of trustees and first secretary of the land company, mirroring his position as secretary of the Iowa Loan & Trust Company and cashier of the Iowa Loan & Trust Bank. According to an 1880 profile: “He was engaged for some years in the abstract and conveyancing business, and while conducting this business was one of the principal organizers of the Iowa Loan and Trust Company.... His career thus far in life has been both honorable and successful, and he enjoys the confidence and respect of the community in which he resides. Although Fuller subscribed a conservative \$200 to capitalize the land company and was issued a mere \$500 in stock, with which he purchased at least eight lots, Fuller, who was an active Disciples of Christ member, brought many skills to the land company and university. Fuller’s connections with Iowa Loan & Trust were tapped when Drake University was in need of funds to complete construction of the brick Main Building (listed in a National Register Historic District), a key building for the university and the land company; he secured a \$10,000 loan for the university from the trust company with the university’s share in the University Land Company as collateral. Fuller’s connections with the university extended to his friendship with Francis M. Drake, a college chum from Disciples-affiliated Hiram College in Ohio; both Drake and Fuller maintained a friendship with another college mate, U.S. President James A. Garfield (” (*The History of Polk County, Iowa*, page 806; *Record of the University Land Company*, March 24, 1882; *Dictionary of American Biography*, page 430).

Norman Haskins (1825–1914), who made his fortune in coal mining through the Eureka Coal Company, was locally significant for his role as an active director in the University Land Company, as the first mayor of University Place, and as a benefactor of Drake University. To the land company he subscribed \$1,000 to capitalize it and was issued \$2,500 in stock. He purchased a number of lots from the land company, adding to his substantial holdings of land in the University Place area where he made his home (nonexant; land owned by the university). His son, Alvin A., received his undergraduate (1884) and law (1885) degrees from Drake University and then became a university trustee. After his son’s death, as a memorial, Haskins in 1902 donated

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several blocks of land and later money to fund the building of a stadium (rebuilt in 1925 and extant). In 1908 Haskins donated the land on which the Drake trustees built two apartment buildings; the Norman apartment building, named for Haskins, is listed on the National Register of Historic Places for its connection to Drake University.

Adam Howell (18__-19__) was a business associated of E.J. Ingersoll and later Ingersoll as president of the Hawkeye Insurance Company. With Ingersoll, Howell took over half of Ira Anderson's subscription to the land company; Howell subscribed \$1,000 and was issued \$2,500 in stock. Howell was voted on the board of directors and purchased at least twenty-five lots from the land company.

E. J. Ingersoll (1828–19__) in the 1880s was president of Hawkeye Insurance Company, which he co-founded in 1865. An 1880 portrait called him “reliable in all business undertakings, and as a manager and financier, has but few superiors”—all traits that would have been a boon to the land company. Ingersoll took over half of Ira Anderson's subscription to the land company, contributing \$1,000 and receiving \$2,500 in stock. Ingersoll purchased at least twenty lots from the land company. His daughter Lilian attended Drake University starting in 1889 (*The History of Polk County, Iowa*, page 822).

R. T. C. Lord (18__-19__), a real-estate and insurance broker with his firm Lord & Cutler, served on both the boards of the Drake University trustees and the University Land Company. Lord, who was an active Disciples of Christ member, acted as general overseer of construction on Old Main, after work lagged behind schedule. He also bought and sold numerous lots, receiving several hundred dollars in commissions from the land company. Among his personal holdings were three lots (185, 186, 187) he bought in February 1885, purchased with stock and building contract for \$1,400. By the 1886, the city directory listed him as living at a residence on one of those lots, 2412 W. Kingman Ave., an address that no longer exists today. Long associated Lord with the large house at 2416 Kingman Boulevard, which was eventually listed on the National Register for its connections with Lord and Drake University—but this house has Colonial Revival and Queen Anne architectural influences, which would not have been in fashion in 1886. Instead, it is possible that Lord built the smaller frame Queen Anne house next door, now 2414 Kingman Boulevard (and also located on one of the three lots); a later owner of this house, in the 1910s or 1920s, added an extra story, cladding the second floor and attic exterior in stucco and adding Craftsman/Tudor-style treatment to the porches. More research needs to be done on this (*Record of the University Land Company*, January 5, 1886).

Fayette Meek (1831–19__) was pork packer, specializing in “handling and curing meats, and his brand of hams have a reputation throughout the State of Iowa,” according to an 1880. Later he would become president of Capital City Investment Co. He owned at least one parcel of land abutting a portion of the University Park, platted by the University Land Company. Meek subscribed \$400 and was issued \$1,000 in stock; he purchased at least twelve lots profile (*The History of Polk County, Iowa*, pages 842–843).

E. L. Poston (18__-19__) subscribed \$500 to the land company and received \$1,250 in stock, with which he purchased at least three lots.

Samuel B. Tuttle (1829–19__) was the proprietor of the Iowa Carbonated Stone Pipe Works, which manufactured and sold artificial stone for buildings, sewers, and tile pipe. He subscribed \$400 to capitalize land company and was issued \$1,000 in stock. Tuttle was voted on the board of directors. He purchased more than twenty lots from the land company (*The History of Polk County, Iowa*, page 876).

The other original shareholders in the University Land Company had strong connections to Oskaloosa College/Drake University or the Disciples of Christ. The church leaders would have lent support to the

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development of the university and surrounding company by urging fellow church members to donate money and buy land. Below is a list of stockholders with important church ties or connections to the university:

George T. Carpenter (1834–1893) was the former chancellor of Oskaloosa College who engineered the school's move to Des Moines, served as the first chancellor of Drake University (named for his brother-in-law) and vice-president of the Drake University board of trustees. Carpenter subscribed \$2,000 to the land company, served as the first vice-president, and was active in purchasing and selling lots. He built two houses (nonextant) for his family on lots purchased from the land company. His four children attended the university and the three daughters became staff/faculty members; all four children lived in the University Place area, at least for a time, and some of their houses are extant. Carpenter's business acumen set him apart, as an 1890 portrait of him emphasized: "It is often said that college professors know not enough about business affairs to furnish their own tables, but if this be true, Chancellor Carpenter is a marked exception to the general rule, as he can analyze business propositions as accurately as he can a sentence in Greek". He also became president of Merchants and Bankers Insurance Co. in Des Moines. A street and a small park located in the original University Land Company plats bear his name. In 1895, after Carpenter's death, the renaming of North Street to University Avenue required a new name for the old University Avenue, which was renamed Carpenter Avenue in his honor. A few years later, a triangular pocket park at 25th Street, Kingman Boulevard, and Cottage Grove Avenue, near his last residence (nonextant; burned in the 1920s), was named Carpenter Square (*Portrait and Biographical Album*, page TK).

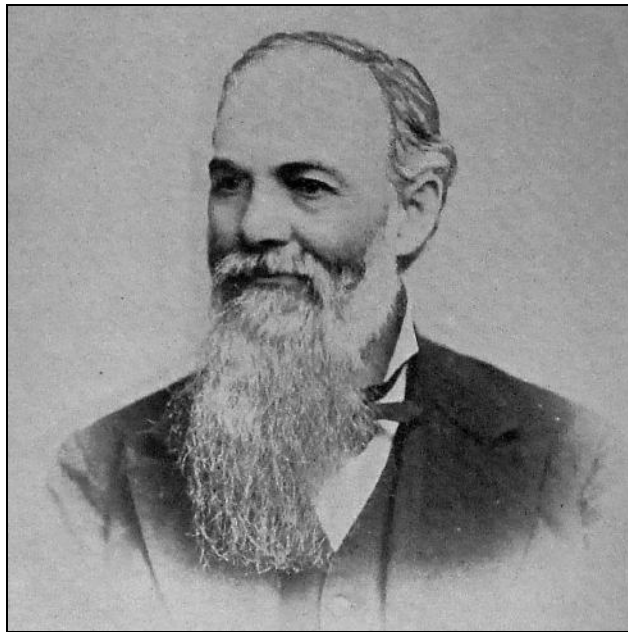


Figure 3-38: George W. Carpenter (Carpenter, p. 358)

Milton P. Givens (18__-1930) taught at Oskaloosa College and followed Carpenter to Drake University, where Givens headed the commercial department (Ritchey, page 44). He subscribed \$500 to capitalize land company and was issued \$1,250 in stock, which he used to purchase lots 35-37 on which he built a house (nonextant). Givens left the university in 1887 to pursue business in Colorado (Ritchey, page 65).

Francis M. Kirkham (1836–1936) was a Disciples of Christ minister from Marshalltown who served as a Drake University trustee and subscribed \$1,000 to capitalize the land company and was issued \$3,750 in stock, with which he bought at least seven lots. These connections to the university were forged by his connections to the Drake family: Kirkham's wife was the sister of F.M. Drake and Henrietta Carpenter, who was married to George Carpenter. Kirkham bought a lot from Carpenter and built the Queen Anne house at 1026 24th Street

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(listed on the National Register of Historic Places for its association with Drake University). With his other brother-in-law, Drake, Kirkham founded in 1884 *The Christian Oracle* newspaper, serving primarily Iowan readers from its offices in the University Place area. Kirkham, owner and editor, moved the newspaper to Chicago in 1891 to draw a larger readership; he sold the paper in 1899 (Campbell, page 87); Haynes, page 666).

Daniel R. Lucas (1840–1907) played a key role in founding Drake University, with George Carpenter and Francis Drake. In 1880 Lucas was minister of the Christian Church in Des Moines when Carpenter started looking at moving Oskaloosa College, and through Lucas' leadership role he helped rally support for building a Disciples of Christ-affiliated school in the Des Moines area. Previously, Lucas had promoted relocating the Methodist-affiliated Simpson College from Indianola, Iowa, to Des Moines; the effort stalled with the college president died. Lucas served as the first secretary of the land company; he subscribed \$1,000 and was issued \$2,500 in stock. For Drake University, Lucas served as the first financial agent and first secretary; he served on the board of directors for a decade, also taking on the post of vice-president, until he moved in 1888 to Indianapolis to pursue ministerial duties there (Ritchey, page 32).

Bruce E. Shepperd (1854–19__) was a graduate of Oskaloosa College and became a professor whose resignation with two other Oskaloosa professors in 1880 helped prompt George Carpenter to undertake moving the school to Des Moines. At Drake University, Shepperd served as both bursar and professor of mathematics and French in the early years. He was elected one of the first councilmen of University Place. To the land company he subscribed \$550 and was issued \$1,250 in stock, which he used to buy lots on which he built his house (nonextant; now part of university campus) north of the university. Shepperd served as Dean of the College of Liberal Arts, from 1897 to 1903.

Town and University Site Selection:

The backers of a Disciples of Christ affiliated university in Des Moines chose not to locate the university in the central city, as colleges already in existence in Des Moines had done. Instead, they noted the trend of northern and western development and set out to capitalize upon it. Earlier suburban-style developments, demonstrated the potential that existed for creating middle-to upper-class housing developments outside of the older Des Moines neighborhoods. The choice was for a tranquil setting with mature trees, varied topography, and space for the broad lawns of the campus and surrounding houses.

In purchasing the land for the university campus and surrounding lots, sales of which would help fill the university's coffers, the University Land Company wanted a solid investment for the future. The cheapest land in the Des Moines area was low and prone to flooding from the river—not the right environment for the university. Instead, the land company purchased 139 acres of high, dry land northwest of the developed city of Des Moines. The forested land had been cut over for timber, but still contained many trees. Some landowners farmed the land, and others like streetcar-franchise owner M.P. Turner held it for speculative investment. When news got out about plans for the college, land near the planned campus that had sold for \$15 an acre now sold for about \$280 an acre. The land company purchased 53 acres from Turner, 76 acres in two parcels from T.E. Brown, and 9.5 acres from the Sibley estate a total of \$39,000, with part paid in cash and the rest in mortgages. After platting 456 lots, adding sidewalks, and grading streets, the company valued the lots at \$159,200 and over the next several years increased lot prices as sales proceeded (*Record of the University Land Company*, January 3, 1882; Long, E.16).

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Figure 3-39: In the upper left corner of this 1875 map are the tracts of land purchased by the University Land Company in 1881 (Source: *Illustrated Historical Atlas of the State of Iowa*, page 128)

Another benefit to its more distant location from the city was that it allowed the university to carefully regulate interaction between city and students. In 1881, only one route connected the University Place area with downtown Des Moines—the old military fort road called Cottage Grove Avenue. Downtown Des Moines contained many vices, with alcohol topping the list for temperance supporters such as Disciples of Christ members. For the protection of students and the university’s reputation, campus laws in the first annual university catalog decreed: “Students are required to abstain from profanity, the desecration of the Lord’s day, gambling, all intoxicating drinks, from visiting any saloon, billiard room, or any other place of improper resort, and from whatever else is inconsistent with good order, good state, and good morals.” In addition, “No student will be permitted to leave the vicinity of Des Moines without permission from the Faculty.” In 1884, temperance-minded Iowa voters passed a prohibition law that closed breweries and saloons for several years (Ritchey, 48-49).

Site Layout and Design

Because Drake University’s future depended on attracting “upstanding Christian neighbors,” the University Land Company carefully and purposefully laid out an attractive suburban community, which at its heart supported a university. The lots were created to appeal to middle-class and upper-middle-class residents because they ideally would make good, moral neighbors and would be able to afford to build houses, send their children to school, and support the university. In an 1890 lot auction advertisement, Drake University encouraged “speculators, teachers, clerks, mechanics, farmers, and others” who would appreciate living in one of the best communities in the city to buy lots for their families. Homebuilding by upstanding citizens was also

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important to the university for housing its students, many of whom boarded with local families. In the first university catalog, 1881-2, the university emphasized the “profoundly moral and Christian... character and influences” of the school “so that parents may feel assured that their children will here have the very best influences thrown around them. Most of the students can find lodgings under the immediate care of some one of the professors, or in Christian families, near the university.” A survey of the Iowa censuses of 1885 and 1895 and the U.S. census of 1900 demonstrates that students were boarding with families and professors (Long, E.5).

The University Land Company platted its land using a grid system rather than a curvilinear plan. The grid system was the simplest and most economical means of dividing land, which matched the goals of the land company: to make money for the school and encourage families to settle quickly in the area. Architectural historian Linda Smeins notes: “Grid systems were efficient. They were easier to survey and expedited town platting. Straight streets were less costly to building and maintain and they facilitated the flow of traffic into and out of the town.” The grid system used by the University Land Company also corresponded with the grid established on several blocks of land platted in 1873 as the Cottage Grove Addition, located between North Street and Cottage Grove Avenue and between what is now 21st Street and 23rd Street (Smeins, p. 79; *Mills & Co.’s Map of Des Moines Polk County Iowa*).

Using a relatively uniform grid system set the University Place area apart from central Des Moines, which featured somewhat haphazard platting due to lack of local controls and the location of the snaking Des Moines River through the heart of the city. As such, block sizes and alley orientation in Des Moines varied widely. The University Land Company platted 456 mostly uniform rectangular lots in long, rectangular blocks oriented north-south. This arrangement allowed for most houses to face east-west, and the lot size (on average sixty feet wide by 140 feet deep) allowed for detached houses with front and back yards. Some irregularly shaped lots were created where Cottage Grove Avenue, the old military road, cut through at a diagonal. The 201 lots Drake University platted were narrower than the land company’s (about 48 feet wide, with varying depths). Streets measured sixty or sixty-six feet in width; fourteen-foot-wide alleys were uniformly platted. The land company also sought deeds from neighboring landowners to open streets through their unplatted land, including 26th street south of the campus, with its planned vista of the Main Building ((Long, E.20; *Record of the University Land Company*, June 28, 1881).

The five-acre rectangular campus was platted in the middle of the land company tracts, across the street from the northern boundary of Des Moines (The university soon after exercised an option to purchase three additional acres of land from the land company to expand its campus). This location just outside the city ensured Drake University control of its campus. Fronting the campus on North Street held the promise of future connection with neighboring North Des Moines, a successful suburb to the east. Centering the campus on 26th Street, which continued on either side of the campus, created a dramatic approach to the university. This technique had been used for centuries in locating village greens; in Des Moines, the two main municipal squares, the capitol and courthouse squares, each were centered on a main thoroughfare.

For additional green space, the land company included an approximately twenty-acre park, called University Park, to the west of the campus. The open space was a luxurious amenity for residents and students alike. Seemingly precipitated by Drake University purchasing a portion of the parkland, the land company sold it piecemeal for residential development within a few years. Because it had not originally been laid out into a grid, with uniform residential lots backing up to a central alley, this block never developed an alley. This demonstrates the important planning function that original platting provided, which in turn determined patterns of development (*Record of Sales, University Land Company; Minutes*, September 27, 1883).

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Within a year of the land company incorporating and platting the University Place area, the 1882 Des Moines city directory described it as a successful suburb:

This beautiful suburban place was surveyed and platted less than one year ago, but its growth and development have been surprising. It is the seat of Drake University, and many handsome residences have been built, while many more are sure to be erected during the coming season. It is situated in the northwestern part of the city, and is one of the most beautiful and healthful portions, and destined soon to be populated by the better classes of our citizens. The street railway is being extended in that direction, and is expected to reach the place during the coming summer. The history of this prosperous undertaking is as follows: Early in 1881, a number of enterprising citizens determined to secure for this metropolis, another first class institution of learning, and to secure to it a good beginning in endowment, a company was organized, which purchased several contiguous tracts of land, lying on both sides of Cottage Grove Avenue, the most frequented of the approaches to the business portion of the city. A part of these lands lie within the corporate limits, and a part just without the limits of the city. They are high, well drained, and mostly set with magnificent forest trees. Broad and rectangular streets have been laid out, some of which have been graded, and the sidewalk has been extended to the University campus. Besides an eight acre campus, a park of about eighteen acres, and some large lots, there are over four hundred residence lots, that invite, and by their beauty, location, and the enterprise of their management, warrant, at no distant day a population which would of itself, make a fair sized town.

This glowing review emphasized the impressive planned layout of the community, which set the tone for future development (Bushnell, 57-58, as quoted by Page, E.120-121).

Priced to Sell: Marketing the Plats:

Pricing and marketing the lots required balancing the needs of the university's immediate and long-term needs. The university had an immediate need for cash to help with its expensive building projects. Looking into the future, the university needed residents to populate the area; lots that were too expensive would make it difficult for some to afford building—whether the houses were to be owner occupied or rented out. The prices were right and inducements to build sweet enough. In 1885, University Place led in suburban growth for seven suburbs of Des Moines, posting aggregate building costs of \$84,225, just ahead of upscale North Des Moines (\$83,600) and middle-class Capital Park (\$83,300) (Page, E.19)

The annual university catalogs in the 1880s encouraged parents of students to buy land as a philanthropic investment. The university through its advertising to the general public encouraged homebuilders to buy an extra lot or more as an investment for the future. In theory, these investment lots would allow the owner to move to the suburbs and use their extra land for gardening or other money-making/saving ventures while encouraging others to move to the community so that they could sell their extra lots at a profit as property values rose (*Catalogs* and Smeins, 69).

The land company held at least one auction to sell many lots at once and also paid commissions to real estate agents and land company members for individual lot sales. “Early sales were good, although most lots were simply redeemed by stockholders. But by selling within the company, the organizers were able to stimulate sales to nonstockholders and also to help prompt actual settlement.” Many of the commissions noted in the land company records went to land-company members who worked for the university, such as President George Carpenter, or served on the university board. Perhaps because the commissions created the appearance of conflict of interest—or because the university board wished to exert direct control over land sales and the profits—the university and the land company altered their agreement in April 1882. The land trust appointed a committee of members to confer with the executive committee of Drake University “to make a settlement for an

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equitable division of the property as provided in contract, the university to be given land in lieu of further gross receipts.” The university received ninety-nine lots for its one-fourth interest in the University Land Co. lands; the land was placed “under the absolute control of this board of trustees,” according to minutes from the university board’s 1882 annual meeting. Perhaps because of this change—which eliminated some potential commissions for Carpenter—the university trustees voted in May 1882 to pay a commission to the university president for lot and stock sales and donations he secured. The university board agreed: “For sale of lots five per cent on all. For sale of stock [the \$16,000 worth of stock the university owned in the land company], the same. For subscription to any fund of the college, 10 per cent on each hundred dollars or less from any individual, and 5 per cent on all sums over that and up to \$1,000 on that amount as reasonable compensation.” The university used the lots it received to enter directly into real estate sales. Meanwhile, the land trust continued selling lots until 1886, when the trust “wound up its business and divided lots and other property among its stockholders.” The land company stockholders may have felt that the trust had served its purpose now that the university was involved with land sales on its own (Long, E.18; *Record of the University Land Company*, April 24, 1882; *Minutes*, May 3, June 14, 1882, June 16, 1886).

Soon after breaking away from the land company, Drake University held its first independent lot auction for land north and east of the campus. Long quotes an unattributed newspaper account on the June 1883, lot auction, at which fifty-eight lots sold: “The terms are such that any person can buy them, only 1/5 down and balance in five years, if desired. Every dollar of the money goes into the treasury of this institution, and aids in the building up of what Des Moines needs, a strong and vigorous university”. Prices brought for the lots were deemed by the Drake University trustees as “very satisfactory, averaging with the appraised value,” which ranged from \$275 to \$525, depending on location and small variations in size (Long, E18; *Minutes*, June 12, 1883).

Drake University made its first significant purchases of undeveloped land in 1887, when the two tracts directly south of the campus (and north of some of the former University Land Company lots) finally came up for sale. The university’s executive committee purchased the land quickly, without the prior approval of the full board. This was done “not only that it might control in a measure the platting and selling of the lots but that a liberal addition might be made to our endowment,” university board secretary George Jewett told the full board at the June 1887 annual meeting. Due to this lack of approval, Jewett offered the university board the option of selling this land to a syndicate of individual members of the executive committee, which would pay interest on the investment. The university board agreed to retain the land purchased by the executive committee after hearing Jewett explain the benefits reaped by the University Land Company venture. Jewett provided the following information to the board: “It has often been asked how much did the university realize from the University Land Co. deal, the following statement will show... a gain from the land co. deal of \$64,000.” The board formally approved spending \$32,400 for the parcels, which were platted into 109 city lots as Drake University’s Addition to the City of Des Moines and Drake University’s Second Addition to the City of Des Moines. In one year’s time, the university sold seventy-four of the lots at auction, which minus expenses yielded \$24,694. The average price was \$333, a price that was relatively affordable for middle-class families. For buyers seeking a larger lot on which to build a larger house or grow a garden, all that was needed to be done was to buy more than one lot. Based on land transfer records, double lots were purchased at the same time or an extra neighboring lot was purchased later about a quarter of the time. Over time, most of these extra lots were sold off and homes built upon them, which accounts for some of the wide variety in architectural styles and building dates for houses on the same block (*Minutes*, June 15, 1887; June 13, 1888).

In comparison, an abutting subdivision to the west, Kingman Place, claimed its lots sold at an average price of \$844.70 in an 1891 newspaper advertisement (“Bird’s-Eye View of Kingman Place”). The locally owned Vermont Syndicate purchased the Kingman Place land, located west of the city’s western boundary, 28th Street, and platted 190 lots that averaged 50 feet wide by 130 feet deep (slightly larger than Drake University’s

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neighboring lots). Sales of these higher-priced lots seem to have been slower than for Drake University's nearby lots, judging by Kingman Place newspaper advertisements. In 1889, in what was probably the first advertisement for the Kingman Place lots, the syndicate proclaimed: "It is the intention of the managers of this property to make it the MOST ATTRACTIVE and DESIRABLE SPOT FOR HOMES in or around the City. Lots will be sold at REASONABLE PRICES and on FAVORABLE TERMS. To persons wishing to build, LIBERAL CASH ADVANCES will be made, or the syndicate will build to suit and take long time payments." ("Kingman Place!") However, in 1891, the syndicate still had enough lots left to hold an auction sale. The auction advertisement featured a bird's-eye view of Kingman Place, which shows about eighteen houses constructed ("Bird's-Eye View of Kingman Place"). The advertisement noted that only houses that cost \$1,500 or more were to be built in Kingman Place, creating an exclusivity to the subdivision. By Drake University choosing to price its lots at lower prices, it was able to sell more lots, which encouraged more housing starts and settlement, and guaranteed quick income for the university.

Lot auctions remained a popular means of marketing and selling plats into the early 20th century. Drake University continued selling lots well after the initial offering. As illustrated by an editorial cartoon in the 1905 Quax student annual, the university counted on alumni and other supporters to purchase lots.

By 1909, when a new map of the city showing plats was published, nearly all the land surrounding the Drake University campus had been platted for sale. Unlike other parts of the city, where tracts of land were sometimes replatted once or more until the lot sizes, location, and design struck the fancy of buyers, the University Land Company and Drake University plats were never replatted in their entirety, demonstrating that buyers found the products attractive enough to warrant keeping the packaging the same. The one exception was University Park, which the land company sold off as residential lots. The 1909 map shows the regularity in lot sizes, street widths, use of alleys, and other such planned features.

Centralized Land Development:

Through the not-so-invisible hands of the University Land Company and Drake University, the University Place area enjoyed the benefits of centralized land development—a rarity in many other suburban Des Moines subdivisions. The university and land company aimed to provide an attractive suburb, which by late-nineteenth-century standards at a minimum included distance from the congested city (preferably accessed by streetcar), residential lots with front and back yards, pleasing architecture and sylvan landscaping, and separation between industrial or obnoxious commercial uses and residential development. The central city of Des Moines lacked these qualities. Historian William Page's description of life in Des Moines in the 1870s illustrates what suburbanites were fleeing from:

Dwellings crowd[ed] one another with no front yards and numerous outbuildings [were] cramped together in the rear.... Crowded conditions contributed to problems of public health, which were further aggravated by low standards of trash and refuse disposal. The banks of the Des Moines River were used as a dump. Fire was an ever-present threat. Most buildings stood near one another. The universal burning of coal and wood in stoves and the use of wood shingles for roofs, compiled with limited public fire protection and lack of water mains and fire hydrants further contributed to this threat. Many owners of businesses and factories often preferred to live near them in order to monitor the security of their property.... These preferences contributed to the jumble of commercial, industrial, and residential land uses (Page and Rogers, pages 3-4).

In contrast, the University Land Company in 1881 laid the groundwork for a peaceful middle-class bedroom community far removed from the city hubbub. The land company advertised its lots as residential, specifying in

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at least a few contracts with land owners what was to be built upon the land. Separating and regulating land uses were important to maintaining the quality and tranquility of the area.

Early on, the land company established a standard for excluding manufacturing facilities. The land company formed a committee to study whether brick making should be allowed on its property; the brick was most likely for the university's Main Building. The committee reported that brick making should not be allowed, probably because it was a dust- and smoke-producing operation that would not be appropriate for a mostly residential neighborhood. The University Land Company's records make no mention of selling lots for commercial uses, such as the small stores and service providers that clustered around the university campus. But given the influence the university had on the community, the land company or university probably inquired about the intended use of the land before selling it (*Record of the University Land Company*, April 4, 1882).

In 1888, Drake University platted what may have been the first lots intended to foster commercial development. Using an eight-acre tract of land deeded from General Drake, the university laid out standard residential lots backing up to an alley on the east and west sides of the land, but then capped the plat on the north and south ends with a row of smaller lots separated by an alley. The northern lots, which faced North Street, were only 20 feet wide by 83 feet deep, making them the perfect size for commercial development, which flourished in the early twentieth century. This land-use pattern of small retail outlets but no manufacturing facilities continues into the twenty-first century.

One type of small commercial business that was not to be found in the University Place area was a saloon. Through the neighborhood's affiliation with the temperance-supporting Disciples of Christ denomination, such disreputable businesses implicitly were discouraged from being established. Residents took an active role in the temperance movement, and the University Place area supported a strong Women's Christian Temperance Union chapter, which still exists today. Whereas the Vermont Syndicate advertised in 1891 that its subdivision, Kingman Place, would never have saloons, "no matter what the law may be" (a reference to the prohibition that began in 1884), it was likely understood that saloons would never be permitted on land sold in connection with Drake University ("Bird's-Eye View of Kingman Place").

As the University Place area grew, residents of the area outside the Des Moines boundaries sought to maintain local control. Thirty male residents filed for incorporation as the town of University Place in 1883, and later thirty-three voted unanimously in favor of incorporation. Many of these supporters were members of the land company, university board, or university faculty. The town council worked to provide services such as snow plowing, courts, policing, and reliable water quality (after a typhoid outbreak from the main campus well). Given the close ties with the university, it seemed natural for the University Place town council to meet at Drake University's Main Building. This municipal use, coupled with the building's alternative use as a chapel, reinforced the campus as a village green, centered in the middle of the community to meet all its needs (*Drake Delphic*).

Aesthetic controls:

The University Land Company recognized the importance that high-quality construction would have on the relative and perceived value of land in the University Place area. To protect its investment and ensure the future, the land company exacted promises from at least a few of its lot buyers regarding the type, size, and even amount of money to be expended on the buildings to be erected on its land. Drake University appears to have continued this practice in its own land sales.

From the start, the land company specified in its contract with Drake University that the university "erect suitable buildings upon said site as expediently as possible, or within two years." The Main Building

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would set the tone for the community's aesthetic development. To that end, the land company gave the university \$16,000 worth of its stock at a discounted price for the benefit of the university's building fund. The first campus building, a temporary wooden structure, was erected by fall 1881 in the northeast corner of the campus while the foundation for the main campus building was begun in fall 1881. The Main Building was centered in the middle of the original five-acre campus and was positioned to overlook 26th Street. This centering created a planned vista once the building was completed in 1883. The building's architect, C. B. Lakin, may have inspired by the planned vistas of two of the grandest buildings in Des Moines: the new state capitol, begun in 1871 and completed in 1884, and the Polk County courthouse. Using a planned vista positioned the grandest face of Drake University's Main Building to the community, conveying both the university's community-oriented mission and community endorsement (*Records of the University Land Company*, June 28, 1881; Grandison, p. 165)

Given the Disciples of Christ repudiation of old-world beliefs, it was logical that the university would shun the cloistered collegiate architecture of linked buildings and enclosed quadrangles, which architectural historian Paul Venable Turner points out have associations with Catholic and Anglican connotations. Instead, Lakin designed in the stylish, modern Queen Anne style a broad façade with a tall open bell tower centered over the main pediment. The building materials—red-brick with stone accents—were expensive and fire-proof, bespeaking permanence. The building was set back from the road with large oak trees and elms left standing on the sweeping front lawn that still surrounds the Main Building. An impressive building sited dramatically could only serve to raise the public's image of a fledgling university (Gebhard, p. 227; Turner, p. 27).

Land company members and Drake University faculty members and trustees helped set the standards for housing. Drake University did not provide for a president's house, and instead allowed the president to build his own house (a tradition that continued for several presidents). Many of these houses, which were built north of the original campus, have been torn down as the university has expanded; but photographs and drawings of them demonstrate upper-middle-class sensibilities that home builders would have been encouraged to emulate (Setbacks appear to have been decided by individual property owners, but most houses conformed to a similar setback.)

No deed restrictions have been uncovered in the handful of deeds examined so far. However, land trust records note that some purchasers were "under contract to build" – seemingly in exchange for a cheaper price on the lot. For example, G. T. Carpenter paid \$1,175 for three lots (lots 160-162) in the University Land Company's First Addition July 8, 1884, with the note "This being one half of schedules price and the deduction made in consideration of building and s----. Paid in stock." Oct. 6, 1884, S. W. Reynolds purchased lots 194-195 in University Land Company's First Addition, on Oct. 6, 1884, for \$1,000 with the note "Under contract to build, pay on or before five years, interest 6%.". As of 1886 city directory, S. W. and W. H. Reynolds, both carpenters, were listed as living at 1022 25th St., perhaps what is today a double-house on lot 194, also known as 1020-1024 25th Street. The Craftsman-style unit on the right was added sometime after 1901, according to the 1901 Sanborn fire map footprint (*Record of Sales, University Land Company*).

The University Land Company directly exerted a measure of control over size and quality of houses built on its lots through at least a few contracts—and possibly more—extended to purchasers who were not land company stockholders. Long speculates that these measures of control were applied where purchasers received a good deal on a lot in exchange for promising to build quickly. For example, land company minutes from January 1, 1884, state: "On motion it was ordered that D. R. Dungan [dean of the Drake University Bible Department] can purchase the seven lots lying next to Dr. Philbrick for \$1,400, provided he will erect a good residence thereon." Details about the type and size house Dungan was to have built may have been hammered out in his contract with the land company. Two contracts tucked into the land company records show that those purchasers had to agreed to minimum standards for type of house and timeline for building. In the more

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detailed of the two contracts, the March 3, 1885, contract for Lot 184, located south of the campus, specifies that buyer W. G. Philes must “build a neat and well-finished one and one-half story house of six rooms, said house to be of the size and general arrangement shown in the annexed plat which is made a part of this agreement. The said house is to be built and finished according to this agreement and the yard and surroundings of said premises put into a neat and attractive condition within 12 months from this date.” The lot purchase price was \$400. The contract contains a sketch showing a four-room first-floor plan with a small side porch leading to the recessed front entry. Above the sketch, written in perhaps the buyer’s hand, it says: “This house is to be one story & a half high with double window[s] in the front end & small window[s] in the rear.” The contract apparently was not recorded, as it does not show up in the abstract of the property. The land company resold the south half of Lot 184 one year later to another buyer; it is not known whether the land company sold any other half lots individually. It also is unclear whether Philes built the house as planned. However, comparing the 1885 contract sketch with the 1901 Sanborn fire insurance map (the first fire insurance map that shows this area), the map shows the south half of Lot 184 (also known as 1019 25th Street) with a house with the same footprint and side porch as the sketch. This seems to be more than a coincidence because houses of varying styles and footprints were built on that street as well as throughout the University Place area, as evidenced by the 1901 Sanborn map. The 1886 city directory lists carpenter W.G. Philes as living at 1023 wn 25th St.; it is unknown whether the street numbers have changed or whether Philes also built the house next door at what is today 1023 25th Street (Long, p. E.18).

Drake University also appears to have included clauses specifying what was to be built on its lots, based on the case of Mr. Weitzel, who defaulted on two lots in Drake University’s Second Addition to Des Moines. “Mr. Weitzel bought those two lots from Chancellor Carpenter, at reduced prices, with the positive promise he would build a good residence on them. He defaulted in payment of principal and interest...” university board secretary George Jewett reported to the full board in 1894 (*Minutes*, May 10, 1894)

The University Land Company’s final decree over aesthetic development of the University Place area came in 1886. University officials sought to transfer the Disciples of Christ church site (bordered by 25th Street, Cottage Grove Avenue, and Kingman Street) to lots across the street from the campus. The land company board of directors deliberated at length before decided that “if Drake University shall cause to be erected a church thereon [the new lots at 25th Street and North Street], costing not less than five thousand (\$5,000) dollars within five years then said lots shall be deeded in fee simple, free of cost, to said Drake University for church purposes.” At the same 1886 meeting, the company board began proceedings for dividing up assets and dissolving the company. The legal dissolution notice of the land company was published in 1888 by the *University Place Advocate*, a then-new local newspaper. ((*Record of the University Land Company*, January 5, 1886; July 18, 1888)

The benchmarks for uniform platting on a grid and expectations of quality development were continued by Drake University, as it entered into more real estate transactions and expanded its own campus. The university exercised care in expanding its original University Place campus. For many colleges and universities, “few of the earliest planners anticipated what would happen after the first structure,” leading to “the ugly creep” of campus structures into residential neighborhoods. Drake University’s leadership seemed to want to avoid intruding into the surrounding residential neighborhood, where land values continued to rise. When the university sold the lots for the University Place Disciples of Christ church, the university trustees inserted a clause reserving the right of the university to hold commencement and other university exercises in the church as needed. This arrangement in effect expanded available space without building more campus structures. (The original church building is nonextant.) To further ease the space crunch, in 1888 the university leased space for its normal school at Callanan College, a private women’s school located about a mile away in Des Moines (Gaines, 4; *Minutes*, July 3, 1888).