

Site Inventory Form
State Historical Society of Iowa
 (November 2005)

State Inventory No. 09-00803

New Supplemental

Part of a district with known boundaries (enter inventory no.) 09-00621

Relationship: Contributing Noncontributing

Contributes to a potential district with yet unknown boundaries

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

9-Digit SHPO Review & Compliance (R&C) Number _____

Non-Extant (enter year) _____

1. Name of Property

historic name Wright Greenhouses/Ecker's Greenhouses

other names/site number _____

2. Location

street & number 410 5th St NW

city or town Waverly vicinity, county Bremer

Legal Description: (If Rural) Township Name _____ Township No. _____ Range No. _____ Section _____ Quarter of Quarter _____

(If Urban) Harmon and LeValley Add. Block(s) 44 Lot(s) Lots 6 & 5 "EX S 76' W 57' OF LOT 5 "

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

4. National Park Service Certification [Skip this Section]

5. Classification

Category of Property (Check only one box)

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

Number of Resources within Property

If Non-Eligible Property

Enter number of:

— buildings
 — sites
 — structures
 — objects
 — Total

If Eligible Property, enter number of:

Contributing Noncontributing

6 — buildings
 — — sites
 — — structures
 — — objects
6 — Total

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

Title

Historical Architectural Data Base Number

Waverly's NW & SE Neighborhoods Historical & Architectural Survey

09-028

6. Function or Use

Historic Functions (Enter categories from instructions)

Current Functions (Enter categories from instructions)

02E Specialty Store (floral shop)

01A Single Dwelling

09G01 Greenhouse

01C05 Garage

02H Warehouse

7. Description

Architectural Classification (Enter categories from instructions)

Materials (Enter categories from instructions)

09D05 Hip Roof (1-story)

foundation 10A Concrete Block

09A14 Side-Gable (2-story)

walls (visible material) 03 Brick; 15A Fiberglass;

roof 08A Asphalt/Shingle; 15A Fiberglass

other _____

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

8. Statement of Significance

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

- Yes No More Research Recommended

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

County Bremer
City Waverly

Address 410 5th St NW

Site Number 09-00803
District Number 09-00621

Criteria Considerations

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

Areas of Significance (Enter categories from instructions)

02 ARCHITECTURE

05 COMMERCE

Significant Dates

Construction date

1960 check if circa or estimated date

Other dates, including renovation

Warehouses-1930 & 1940; Greenhouses-1908, 1940 & 1940

Significant Person

(Complete if National Register Criterion B is marked above)

Architect/Builder

Architect

Builder

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

9. Major Bibliographical References

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

10. Geographic Data

UTM References (OPTIONAL)

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

See continuation sheet for additional UTM references or comments

11. Form Prepared By

name/title Marlys Svendsen, Svendsen Tyler, Inc.

organization for City of Waverly, Historic Preservation Commission

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city or town Sarona

state WI

date 9/2013

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zip code 54870

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

FOR ALL PROPERTIES

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

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

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

FOR CERTAIN KINDS OF PROPERTIES, INCLUDE THE FOLLOWING AS WELL

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

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

Concur with above survey opinion on National Register eligibility: Yes No More Research Recommended

This is a locally designated property or part of a locally designated district.

Comments: _____

Evaluated by (name/title): _____ Date: _____

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Wright Greenhouses/Ecker's Greenhouses

Bremer

Name of Property

County

410 5th St NW

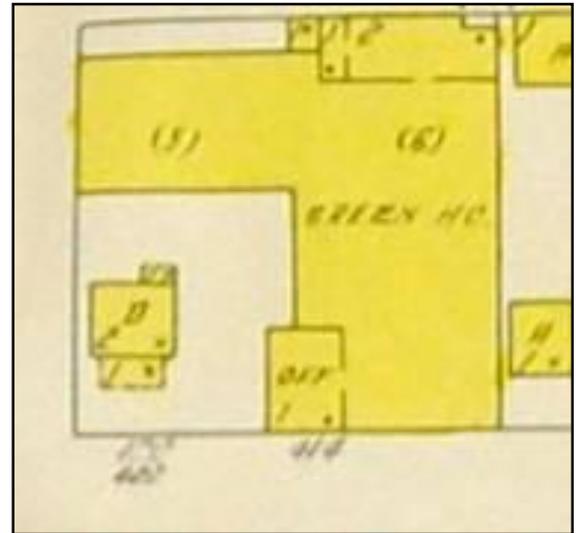
Waverly

Address

City

7. Description

This greenhouse complex and retail floral store includes six buildings (retail shop, two warehouses, and three greenhouses) estimated to have been built between 1908 and 1960 according to Bremer County Assessor records. The commercial shop and special use building forms are typical of the period during which they were built. Lots 5 and 6 of Block 44 of Harmon & LeValley Addition were transferred from Mary Garner to J.H. Wright on April 1, 1913. The southwest portion of these two lots saw a residence built and later separated from the upside down L-shaped commercial portion of the two lots. (Sanborn Map for 1952 on right)



The dates for the individual buildings and basic descriptions are from the Assessor records and listed below. They appear to be consistent with the six buildings.

- Building 1:** Store - Retail Small, Brick on Block - 8", 1 Story, Built - 1960, 1116 SF, Bsmt - 1116 SF
- Building 2:** Warehouse, Composition - Frame, 1 Story, Built - 1940, 336 SF
- Building 3:** Warehouse, Steel Siding - Frame, 2 Story, Built - 1930, 988 SF
- Building 4:** Greenhouse, Glazed or Fiberglass/ Steel, 1 Story, Built - 1908, 1944 SF
- Building 5:** Greenhouse, Glazed or Fiberglass/ Steel / Open to Adjacent Bld, 1 Story, Built - 1940, 2607 SF
- Building 6:** Greenhouse, Glazed or Fiberglass/ Steel, 1 Story, Built - 1940, 2336 SF

Building #1 is an example of a free-standing Hipped Roof, 1-story commercial building that takes its design from Ranch/Rambler houses from the 1950s and 1960s. It has a concrete block foundation with solid color brick for the walls. The roof is a very low-pitched hipped roof with wide eaves. A recessed center section comprises a glass wall for the display window space and a metal and glass entrance door on the west facade.

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Through the years the nature of greenhouse management has required period and regular updating resulting in a plethora of undocumented and undated changes. Retention of this complex of greenhouses and warehouse space in the midst of a residential neighborhood is uncommon.

8. Significance

The Wright Greenhouses/Ecker's Greenhouse complex was begun by John H. and his wife Bess Wright at 410 5th St NW in 1913 and is the only example of a historic business operation within the Harmon and LeValley Historic District. The buildings were constructed from 1908 (before the greenhouses were established) through the 1930s and 1940s when warehouses and greenhouses were erected to 1960 when the retail shop was completed. The greenhouse complex qualifies for the National Register of Historic Places as a contributing resource to the historic district under Criteria A and C.

In April 1913 J.H. Wright acquired Lots 5 and 6 in Block 44 of the Harmon and LeValley Addition from Mary Garner, a widow, who lived a block to the south. The property apparently contained an existing house at the time since the 1913 city directory shows Wright and his wife Bess residing at 420 Webster Street (3rd Ave NW) adjacent to the family business, the Waverly Greenhouse. On June 29, 1916, the *Bremer Co. Independent* announced that "J.H. Wright, the greenhouse man, is going to build a nice modern home on his lots in the Second ward. Work will begin soon." Just three days after the house was completed, John died leaving his wife and two children, Helen and John Jr. (Jack), to run the family business

A summary of the Wright Greenhouse business that John H. Wright and later, Robert Ecker, operated from this location appears below. The summary is based on listings in the Business News Index Database maintained by the Waverly Public Library:

- 1909 Bought business of Mrs. P. A. Case Dec 1 *Bremer County Independent*, Nov 25 p5c5
- 1913 will move greenhouses to N. Oak St. *Waverly Democrat*, Feb 13 p6c7
- 1913 Moved greenhouses to N. Oak & Webster Sept 11 *Waverly Democrat*, Sup p3c4
- 1913 Moved to Oak & Webster July 31 (moved 1; built more)
- 1913 new location at Webster and Oak NW *Waverly Democrat*, Jul 31 p5c3
- 1915 60 by 76 add - Entrance on Oak St. *Bremer County Independent*, June 24 p7c4
- 1920 Fair book listing
- 1927 Addition 30 by 100 - July 28 B: *Bremer County Independent* Nov 10 p 1
- 1931 20 by 70 ft. greenhouses addition *Bremer County Independent* Sept. 2 pg 2
- 1931 Ad *Waverly Democrat*, Feb 26 p 4 col 5 & *Waverly Democrat*, March 19 p 5
- 1935 Mini business bio *Waverly Journal*, May 2 pg 9 at 420 3rd Ave N.W.
- 1936 Built warehouse/apt north of greenhouse photo *Bremer County Independent* July 8 p4
- 1938 Article *Waverly Journal*, May 5 pg 6
- 1940 Remodeled *Bremer County Independent*, Oct 30 p8 col 1
- 1941 Opened downtown store in former Zoller Meat Mkt (216 E. Bremer) *Waverly Journal*, March 27
- 1943 Used as hatchery *Bremer County Independent*, April 21
- 1944 Sold to Bob Ecker June 10th - will use same name
- 1946 Wright sold orchid stock (had kept that portion of bus) to Chicago firm *Waverly Democrat*, June 7
- 1960 Feb. 19: Built new office and showroom 5th St. N.W.

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In 1944, the Wrights sold the greenhouse business to Robert and Winifred Ecker. The house continued to be occupied by Bess until her death and then by Helen Wright, an art instructor at Wartburg College. Helen sold the house in 1964 to Ted and Bobbie Ecker. In 1978, their daughter Cyndi and Lyman Campbell moved into the house. The business continues to be run by a member of the Ecker family in 2013 – Cynthia Ecker, and the Wright House is still occupied by Cynthia Ecker and Lyman Campbell. The business remains a landmark in the neighborhood. A business summary continues from the Business News Index Database maintained by the Waverly Public Library:

- 1944 Bought out Wright greenhouses on June 10. To continue using same name
- 1960 Listed as Ecker's in phone book; present day flower shop built and name formally changed to "Ecker's Flowers and Gifts."
- 1961 Article on Bobbi Ecker *Bremer County Independent*, Oct 4 p4
- 1964 Cindy Ecker delivered Easter flowers dressed as a bunny - photo- *Bremer County Independent*, April 1 p1
- 1984 3 generation enterprise March 13
- 1984 Greenhouses on 6th St. NW torn down in spring
- 1990 Business reviews *Bremer County Independent*, June 5 p2
- 1991 Kids' Club *Waverly Democrat* Feb 7 p5
- 1995 Ecker's Flowers & Greenhouses, Inc. with Cyndi Ecker, manager, per Chamber directory
- 2004 History of *Waverly Democrat/Bremer County Independent* May 5 p17
- 2004 Owner's carry on family tradition *Waverly Democrat/Bremer County Independent* April 28 p6

During the late 1940s, the Ecker family expanded the business property with the construction of nine additional greenhouses north of 6th Avenue. During the 1970s and 1980s when energy costs of operations rose dramatically, these greenhouses were razed.

9. Sources

Atlas of Bremer County, Iowa. Waverly, Iowa: Waverly Publishing Company, 1917.

Atlases of Bremer County. Microfilm copies of atlases for 1875, 1894 and 1927, Waverly Public Library.

Bremer County History Book Committee. *Bremer County History, 1985.* Dallas, Texas: Taylor Publishing, 1985.

Grawe, Joseph F. *History of Bremer County, Iowa, Volumes I and II.* Chicago: S.J. Clarke Company, 1914.

History of Butler and Bremer Counties, Iowa. Springfield, Illinois: Union Publishing, 1883.

Property Reports, Bremer County Assessor's Office

Property Transfer Records, Bremer County Auditor's Office.

Sanborn Company Maps. New York: Sanborn Map Company, 1885, 1892, 1897, 1905, 1915, 1927, and 1927 updated to 1952.

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Bremer

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Vertical file collection, Waverly Public Library.

Waverly building histories, miscellaneous bound volumes in reference collection, Waverly Public Library.

Waverly Business News Index (database), Waverly Public Library.

Waverly city directories, 1899 and 1913.

Waverly Heritage Days historical walking tour brochures for 1999.

Waverly Historic Photo Collection, Waverly Public Library.

Waverly Newspapers, see list of articles included above.

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State Historical Society of Iowa
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Site Map: Bremer County GIS Department, 12/2011.



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Photograph: 410 5th St NW, Building #1 – Retail Shop, looking east; greenhouse complex sign, looking north, Marlys Svendsen, photographer, 11/15/2011.



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Name of Property
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Address

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Photographs: 410 5th St NW, Building #1 – Retail Shop, looking southeast and Building # 2 and Building #3 – Warehouses - along alley, looking east, Marlys Svendsen, photographer, 11/15/2011.



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Photographs: 410 5th St NW, Greenhouse #3, looking northeast; greenhouse complex, looking northeast with Greenhouse #3 on right, Marlys Svendsen, photographer, 11/15/2011.



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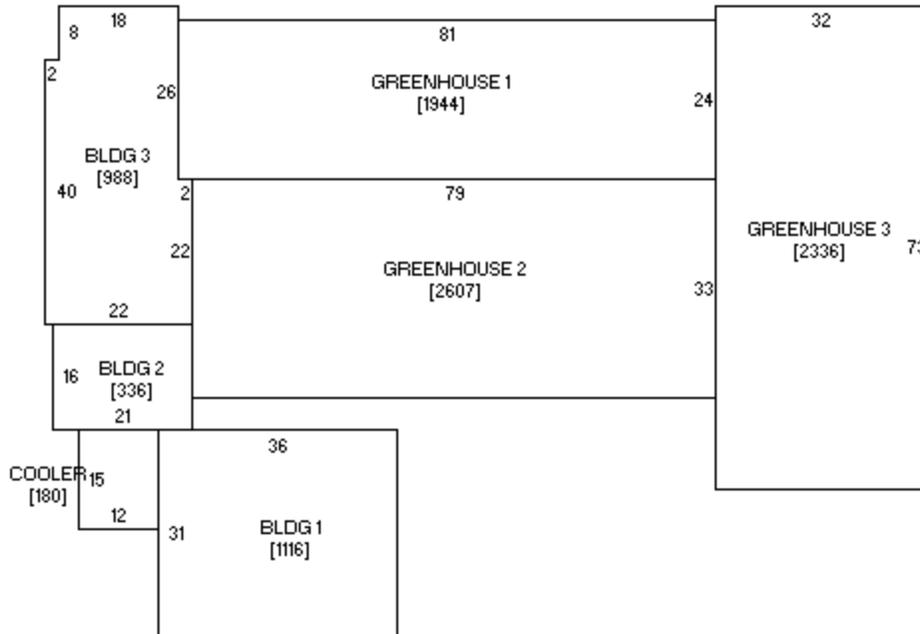
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Additional Information:

Floor plan, 410 5th St NW, Bremer County Assessor website; available at <http://beacon.schneidercorp.com/PhotoEngine/Sketch.aspx?appid=330&keyvalue=0903234005&index=0&size=0>; 5/2/2013.



Sketch by www.camavision.com