

A Look Back in Time

*L*ocated at 5708 Sixth Avenue, the **Gottfredsen and Nicoll Jewelry Store** is a commercial building that sits in the north end of the City's downtown commercial district. Section 15.04 of the City's Zoning Ordinance establishes standards for historic designation. All applicable standards were applied in evaluating this property, and it was determined that the Gottfredsen and Nicoll Jewelry Store is eligible as a historic site under Standard 1, "Exemplifies or reflects the City's cultural, social, economic, political, engineering, and/or architectural history. The Gottfredsen and Nicoll Jewelry Store has been operating at this site since the mid-nineteenth century and is one of the most significant retail businesses in the City. Because its building is not architecturally significant, but the business it houses is historically significant, the Gottfredsen and Nicoll Jewelry Store is an important historic site in the community. The Gottfredsen and Nicoll Jewelry Store was originally designated a Kenosha Historic Site in 1983 and re-designated on February 17, 1996.

*T*he Gottfredsen and Nicoll Jewelry Store is a two-story commercial building that sits in a streetscape of commercial buildings in downtown Kenosha. The building shares a party wall with both of its neighbors. The main elevation of the building features a tan brick veneer on the second story that is decorated with a simple stone belt course just above the second story openings. These openings consist of a large window flanked by two smaller openings. The openings are filled with modern tinted glass with transom divisions. The openings are decorated with brick jack arches. A stone cornice separates the first and second stories of the building. The



first story has a post-World War II storefront that includes an enclosed transom decorated with a broken pediment in the Colonial Revival style. Under the pediment is a veneer of light tan brick punctuated by modern show windows and a modern, recessed entrance.

*T*he Gottfredsen and Nicoll Jewelry Store has been in business at this location since the mid-nineteenth century. Originally, in a frame building on the site, the jewelry store was rebuilt or veneered with brick around 1890. The upper story of the building was again remodeled in the early twentieth century, and the storefront was remodeled sometime after World War II. The jewelry store still occupies the building today.

The Gottfredsen and Nicoll Jewelry Store is a long and successful retail business in Kenosha that dates back to the City's pioneer era. As such, it is one of the most significant businesses in Kenosha's history. Even though the building's appearance has been altered several times, the business that has existed here for over 150 years is historically significant in Kenosha. Therefore, the Gottfredsen and Nicoll Jewelry Store has been designated a "historic site."