

HISTORIC PRESERVATION ASSISTANCE PROJECT

Strafford Rockingham Regional Council

1 Water Street, Exeter, New Hampshire

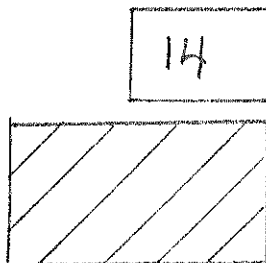
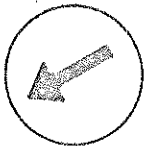
Phone: (603) 778-0885

TOWN: Rochester	COUNTY: Strafford	UTM: Z 19 /E 339600 /N 4796340
SURVEY NUMBER: 13		USGS QUAD: Berwick Quad 15' series
COMMON NAME: Palmers Hardware		FUNCTIONAL TYPE: Commercial
HISTORIC NAME: Unknown		PRESENT USE: Commercial
LOCATION: 55 North Main Street		ARCHITECT/BUILDER: Unknown
OWNER: Estate of Gerald M. McCarthy		CONDITION: Exc. <input checked="" type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor <input type="checkbox"/> Ruins <input type="checkbox"/>
ADDRESS: 55 N. Main St., Rochester, NH		INTEGRITY: Original Site <input checked="" type="checkbox"/> Moved <input type="checkbox"/> (When: <input type="text"/>)
MAP & PARCEL #: 42/284 121-372		Major alterations & date: <input type="text"/>
DATE: c. 1930		
SOURCE: Inspection		
STYLE: Art Deco		LEVEL/SIGNIFICANCE: Nat'l <input type="checkbox"/> State <input type="checkbox"/> Local <input checked="" type="checkbox"/>

GENERAL DESCRIPTION: Structural System

- FOUNDATION: Stone ☐ Brick ☐ Concrete ☐ Concrete Block ☒
- WALL STRUCTURE: Wood Frame ☐ Post & Beam ☐ Ballon Frame ☐ Other ☐
Load Bearing Masonry ☐ Stone ☐ Brick ☐ Concrete Block ☒ Other ☐
Metal ☐ Iron ☐ Steel ☐ Other ☐
- WALL COVERING: Clapboard ☐ Wood Shingle ☐ Board & Batten ☐ Shiplap ☐ Aluminum ☐
Novelty ☐ Stucco ☐ Stone ☐ Brick ☐ Sheet Metal ☐ Asphalt Shingles ☐ Vinyl ☐
Asphalt Sheeting ☐ Composite Board ☐ Other ☒ side walls concrete block, concrete faced
- ROOF SHEATHING: Wood Shingle ☐ Asphalt Shingle ☐ Standing Seam Tin ☐ Slate ☐
Pressed Metal ☐ Sheet Metal ☐ Rolled Asphalt ☐ Other ☒ composition
- ENGINEERING STRUCTURE:
- OTHER:
of Stories 1 # of Bays Approx. Dimensions 50' X 90'
Roof Style: Gable ☐ Hip ☐ Gambrel ☐ Flat ☒ Shed ☐ Mansard ☐ Jerkinhead ☐
Monitor ☐ Sawtooth ☐ Other ☐
Appendages: Porches ☐ Towers ☐ Dormers ☐ Bay Windows ☐ Ells ☐ Chimneys ☐
Wings ☐ Cupolas ☐ Sheds ☐ Garage ☐ Other ☐
Entry Location: Center ☐ Sidehall ☐ Other ☒ off-center

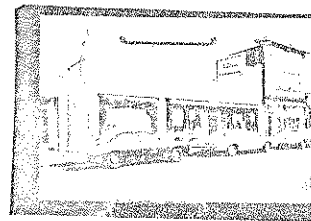
MAP (Indicate North in circle):



12

N. MAIN STREET

PHOTO



Description of View: Facade looking east

Photographer: Roger Brevoort

Negative with: S.R.R.C.

Negative File Number: RO/80/A7-15

ADDITIONAL ARCHITECTURAL AND STRUCTURAL DESCRIPTION:

Palmer's Hardware is a 1930's Art Deco commercial block distinguished by its concrete facade. Ornamental features include stylized fluted piers, panels of buff brick on the upper wall surface, and bas-relief ornamentation along the roofline.

A sign panel above the display windows conceals the original transom sash.

RELATED STRUCTURES AND CONTEXT:

It is set within a commercial streetscape.

BOUNDARY AND ACREAGE DESCRIPTION: (LOT SIZE)

REFERENCES:

STATEMENT OF SIGNIFICANCE (Evaluation & Historical Associations):

Palmer's Hardware represents a significant addition to the Rochester street-scape during the 1930's. The choice of sculptured concrete in the Art Deco style, which was popular in the major cities during this period, reflects Rochester's self image as a metropolis. It is the only art deco building in the district, adding to the architectural diversity of the building stock.

SURROUNDING ENVIRONMENT: Open Land ☐ Woodland ☐ Scattered Bldgs ☐ Moderately Built Up ☒
Densely Built Up ☐ Residential ☐ Commercial ☒ Industrial ☐ Agricultural ☐
Roadside Strip Development ☐ Other ☐

Recorded By:

Roger Brevoort

Date: 11/13/80