

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY

RECEIVED OCT 27 1977  
DATE ENTERED FEB 17 1978

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**

HISTORIC

Moses Packard House

AND/OR COMMON

Dahlborg MacNevin Funeral Home

**2 LOCATION**

STREET & NUMBER

647 Main Street

NOT FOR PUBLICATION

CITY, TOWN

Brockton

CONGRESSIONAL DISTRICT  
11th

VICINITY OF

STATE

Massachusetts

CODE  
025

COUNTY  
Plymouth

CODE  
023

**3 CLASSIFICATION**

**CATEGORY**

**OWNERSHIP**

**STATUS**

**PRESENT USE**

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

**PUBLIC ACQUISITION**

**ACCESSIBLE**

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER Funeral Home

**4 OWNER OF PROPERTY**

NAME

Dahlborg MacNevin Funeral Home

STREET & NUMBER

647 Main Street

CITY, TOWN

Brockton

VICINITY OF

STATE

Massachusetts 02401

**5 LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Plymouth County Registry of Deeds

STREET & NUMBER

Russell Street

CITY, TOWN

Plymouth

STATE

Massachusetts 02360

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE

Inventory of the Historic Assets of the Commonwealth

DATE

1976

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

Massachusetts Historical Commission

CITY, TOWN

Boston

STATE

Massachusetts 02108

# 7 DESCRIPTION

| CONDITION                                     |                                       | CHECK ONE                                     | CHECK ONE   |
|---|---------------------------------------|---|---|
| <input checked="" type="checkbox"/> EXCELLENT | <input type="checkbox"/> DETERIORATED | <input checked="" type="checkbox"/> UNALTERED | <input checked="" type="checkbox"/> ORIGINAL SITE |
| <input type="checkbox"/> GOOD                 | <input type="checkbox"/> RUINS        | <input type="checkbox"/> ALTERED              | <input type="checkbox"/> MOVED      DATE _____    |
| <input type="checkbox"/> FAIR                 | <input type="checkbox"/> UNEXPOSED    |   |   |

---

## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Moses Packard House is located on the corner of Main and Florence Streets in a residential section of Brockton. The less than one acre of nominated property is landscaped with topiary shrubbery. There is a parking lot to the rear (west) of the building.

The house was designed by Brockton architect Fred T. Austin and built in 1897 for Moses Packard. It is a two and half story Queen Anne style structure with Colonial Revival detail. Typical of its style, the house is of irregular plan and massing and shows a variety of textures in the materials used. The exposed basement level and first story are rough faced granite. The second story and roof dormers are clapboards painted light green. The high hip roof is covered with slate tiles and crowned by two tall molded brick chimneys. Fenestration is 1/1 framed by plain architraves. Windows are of contrasting scale. First story windows and doors and headed by a jack arch.

The building facade faces east toward Main Street. A series of steps with low granite walls and iron railings lead to the one story off center entrance portico. The heavily molded dentiled entablature is supported by three Doric columns at each corner. The wooden entrance door is flanked by two windows to its south and one window to its north. A leaded glass door opens onto the flat roof of the portico from the second story. This door is flanked by oval shaped stained glass windows. A gable dormer with returns stands overhead. It contains a Palladian window with a stained glass fan. The northern end of the facade is a two story bay consisting of three windows on each story. The southern end of the facade is an engaged three story tower with three windows on the first two stories. The third story of the tower is an open porch with a turned balustrade and four delicate Doric columns supporting the conical roof with a copper band and a copper finial at its peak. An open porch protected only by a low granite wall runs along the facade and rounds the corner to continue along the south elevation.

The south elevation has a one story flat roof porte-cochere supported by slender Doric columns standing on the two granite walls which flank the doorway. This is headed by a double window on the western end of the second story and a smaller single window on the eastern end. A Palladian window occupies the gable dormer overhead. The first story of the north elevation has two windows on the eastern end and a three sided bay on the western end. The second story has double windows above each of these with an oval shaped stained glass window between. The gable dormer above has a series of four windows with the center two headed by a semi-circular fan. A two and half story ell sheathed entirely in clapboards extends from the west (rear) elevation.

Decorative balustrades have been removed from the portico roof and the main roof of the house. Smoked glass and bronze anodized aluminum breezeways have recently been added to the facade portico and to the rear elevation entrance leading to offices constructed in the basement.

The interior has been altered only enough to allow adaption for its present use as a funeral home.

# 8 SIGNIFICANCE

| PERIOD  | AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW |   |   |  |
|---|--|---|---|--|
| <input type="checkbox"/> PREHISTORIC          | <input type="checkbox"/> ARCHEOLOGY-PREHISTORIC  | <input type="checkbox"/> COMMUNITY PLANNING     | <input type="checkbox"/> LANDSCAPE ARCHITECTURE         | <input type="checkbox"/> RELIGION            |
| <input type="checkbox"/> 1400-1499            | <input type="checkbox"/> ARCHEOLOGY-HISTORIC     | <input type="checkbox"/> CONSERVATION           | <input type="checkbox"/> LAW                            | <input type="checkbox"/> SCIENCE             |
| <input type="checkbox"/> 1500-1599            | <input type="checkbox"/> AGRICULTURE             | <input type="checkbox"/> ECONOMICS              | <input type="checkbox"/> LITERATURE                     | <input type="checkbox"/> SCULPTURE           |
| <input type="checkbox"/> 1600-1699            | <input checked="" type="checkbox"/> ARCHITECTURE | <input type="checkbox"/> EDUCATION              | <input type="checkbox"/> MILITARY                       | <input type="checkbox"/> SOCIAL/HUMANITARIAN |
| <input type="checkbox"/> 1700-1799            | <input type="checkbox"/> ART                     | <input type="checkbox"/> ENGINEERING            | <input type="checkbox"/> MUSIC                          | <input type="checkbox"/> THEATER             |
| <input checked="" type="checkbox"/> 1800-1899 | <input checked="" type="checkbox"/> COMMERCE     | <input type="checkbox"/> EXPLORATION/SETTLEMENT | <input type="checkbox"/> PHILOSOPHY                     | <input type="checkbox"/> TRANSPORTATION      |
| <input type="checkbox"/> 1900-                | <input type="checkbox"/> COMMUNICATIONS          | <input checked="" type="checkbox"/> INDUSTRY    | <input checked="" type="checkbox"/> POLITICS/GOVERNMENT | <input type="checkbox"/> OTHER (SPECIFY)     |
|   |  | <input type="checkbox"/> INVENTION              |   |  |

SPECIFIC DATES 1897

BUILDER/ARCHITECT Fred T. Austin

## STATEMENT OF SIGNIFICANCE

The Moses Packard House is significant for the quality of its architecture. It is considered an excellent example of a Queen Anne house with Colonial Revival detail in Brockton. At the time of construction, the architect Fred T. Austin was a partner in the firm of Howard and Austin. Many fine examples of their work can be found in Brockton, including the Central Fire Station (National Register).

The house is also significant for its association with Moses Packard, a leading Brockton industrialist. The Packard family was involved in shoe manufacturing from the time of the incorporation of North Bridgewater (later Brockton) in 1821. Moses became successful in the field and in 1881 was the first to produce a shoe which sold for a fixed retail price. His \$2.99 shoe brought him fame and fortune throughout the nation. Packard was also active in local politics and served four terms as an alderman.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

Kingman, Bradford, History of Brockton, Plymouth County, Massachusetts 1656-1894,  
 D. Mason & Co., Syracuse, N.Y. 1895.  
The Brockton Enterprise, June 29, 1897.  
 Original Drawings, Howard and Austin, Architects.

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 4/5 acre

UTM REFERENCES

A 19 332920 4659560      B           
 ZONE EASTING NORTHING      ZONE EASTING NORTHING  
 C               D         

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

| STATE | CODE | COUNTY | CODE |
|-------|------|--------|------|
|       |      |        |      |
|       |      |        |      |

# 11 FORM PREPARED BY

NAME/TITLE Blaine Mallory and Joseph Orfant, National Register Editor  
John R. Wilson, Brockton Planner

|  |                            |
|--|----------------------------|
| ORGANIZATION                               | DATE                       |
| <u>Massachusetts Historical Commission</u> | <u>October 6, 1977</u>     |
| STREET & NUMBER                            | TELEPHONE                  |
| <u>294 Washington Street</u>               | <u>617-727-8470</u>        |
| CITY OR TOWN                               | STATE                      |
| <u>Boston</u>                              | <u>Massachusetts 02108</u> |

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL    STATE    LOCAL X

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE Elizabeth Reed Amador  
 TITLE Executive Director, Mass. Historical Commission DATE 10/18/77

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

|  |                                 |
|--|---------------------------------|
| DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION | DATE <u>2/17/78</u>             |
| ATTEST: <u>Robert B. Rethig</u>                          | KEEPER OF THE NATIONAL REGISTER |
| KEEPER OF THE NATIONAL REGISTER                          | DATE <u>2-9-78</u>              |

Property *Packard, Moses, Hanse*

State *Mass.*

Working Number *10.27.77.1726*

*Plymouth*

**TECHNICAL**

Photos *2*  
Maps *2*

**CONTROL**

*OK ypl*  
*10.27.77*

**HISTORIAN**

*Accept*  
*Franklin*  
*2.2.78*

*level of significance somewhat weak.*

**ARCHITECTURAL HISTORIAN**

*accept*  
*Braunam*  
*12.7.77*

**ARCHEOLOGIST**

**OTHER**

**HAER**

Inventory \_\_\_\_\_  
Review \_\_\_\_\_

**REVIEW UNIT CHIEF**

*sufficient*

*Accept*  
*Lebovich*  
*2/2/78*

**BRANCH CHIEF**

*Herring*  
*2-9-78*

**KEEPER**

*Retting for Murtagh*  
*2/17/78*

National Register Write-up \_\_\_\_\_

Send-back \_\_\_\_\_

Entered *FEB 17 1978*

Federal Register Entry *4.4.78*

Re-submit \_\_\_\_\_

INT:2106-74



Bahlborg  
MacNevin  
FUNERAL HOMES

Moses Packard House  
Brockton, Massachusetts  
1976

FEB 17 1978

John R. Wilson  
Office of the City Planner  
City Hall, Brockton

#1 <sup>02</sup>

Looking toward east facade and south  
elevation.

Plymouth County

OCT 27 1977

~~PROPERTY OF THE NATIONAL REGISTER~~  
PROPERTY OF THE NATIONAL REGISTER



Moses Packard House  
Brockton, Massachusetts  
1976

FEB 17 1978

John R. Wilson  
Office of the City Planner  
City Hall, Brockton

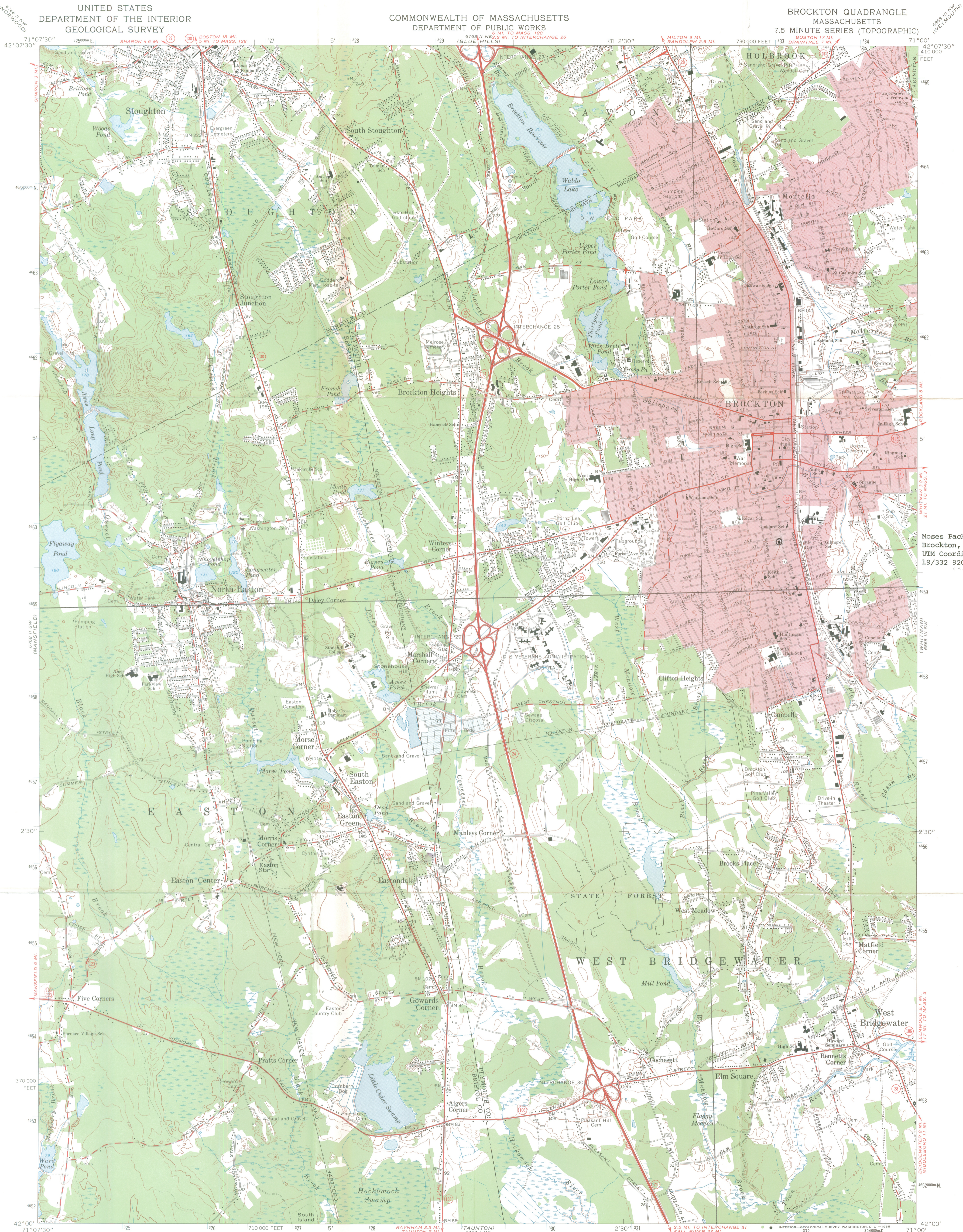
#2 *02*

Looking toward east facade and north  
elevation.

*Plymouth Canty*

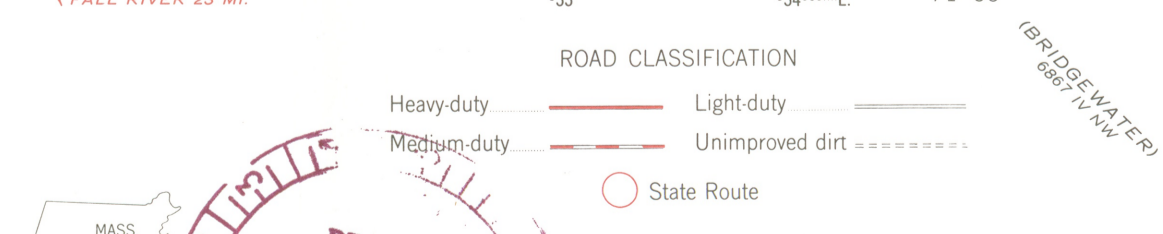
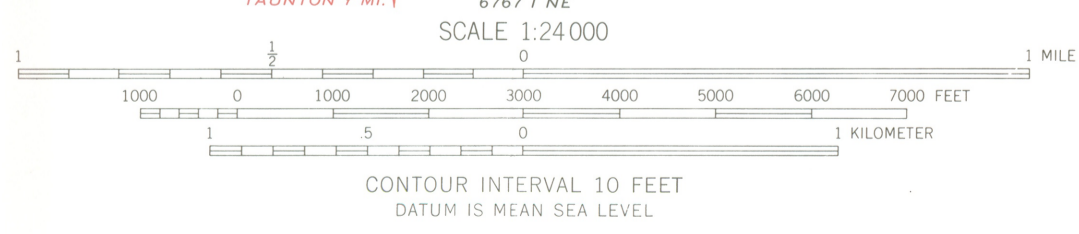
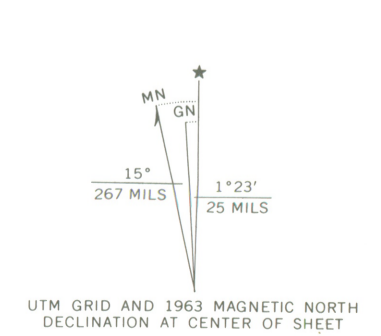
OCT 27 1977

PROPERTY OF THE NATIONAL REGISTER

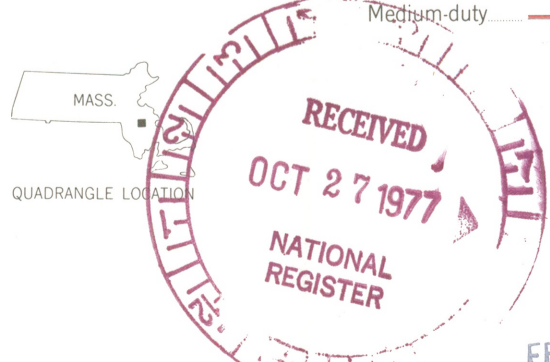


Moses Packard House  
Brockton, Massachusetts  
UTM Coordinates:  
19/332 920/4659 560

Mapped, edited, and published by the Geological Survey  
Control by USGS, USC&GS, and Massachusetts Geodetic Survey  
Planimetry by photogrammetric methods from aerial photographs  
Topography by planetable surveys 1936. Revised 1963  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on Massachusetts coordinate system,  
mainland zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 19, shown in blue  
Red tint indicates areas in which only landmark buildings are shown



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, WASHINGTON, D.C. 20242  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



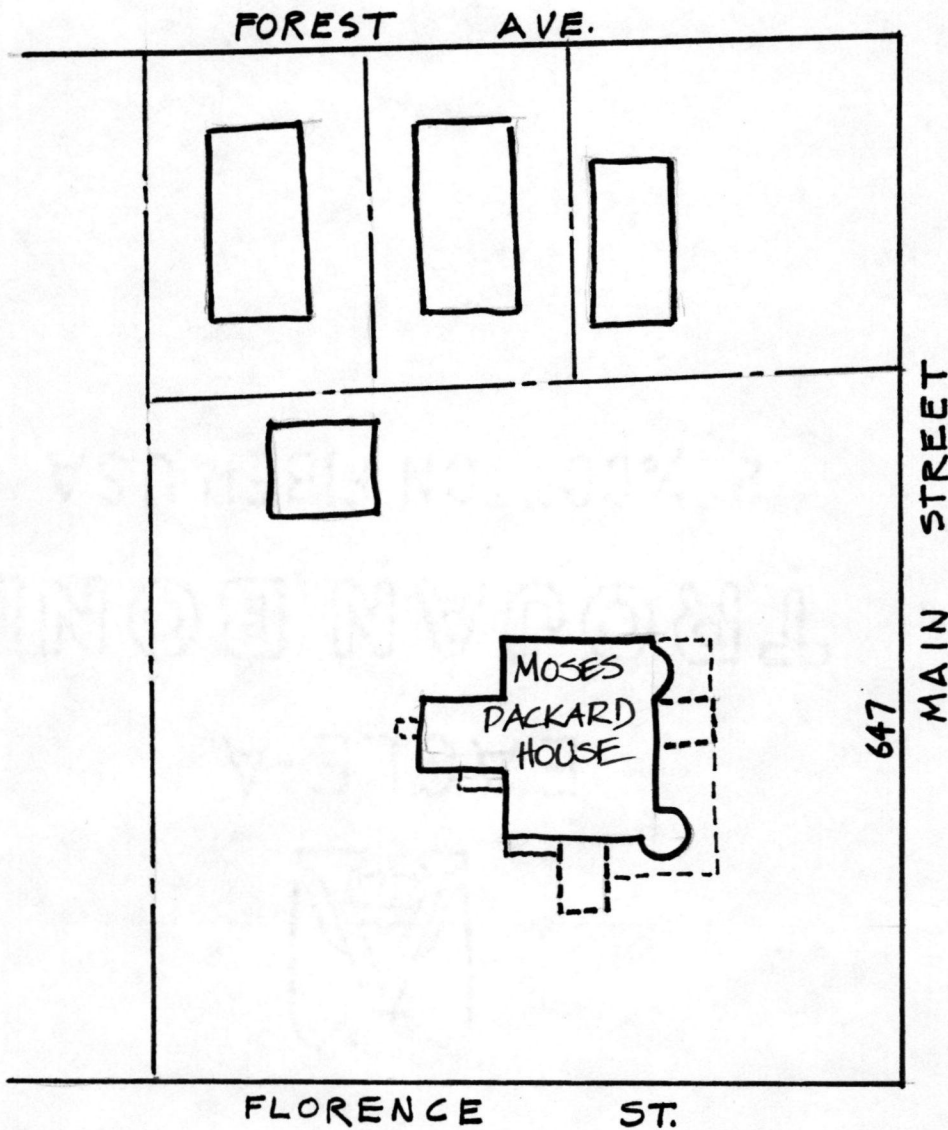
BROCKTON, MASS.  
N4200—W7100/7.5

1963  
AMS 6768 II SE—SERIES V814  
FEB 17 1978

136

647 MAIN ST

SCALE 1" = 50'

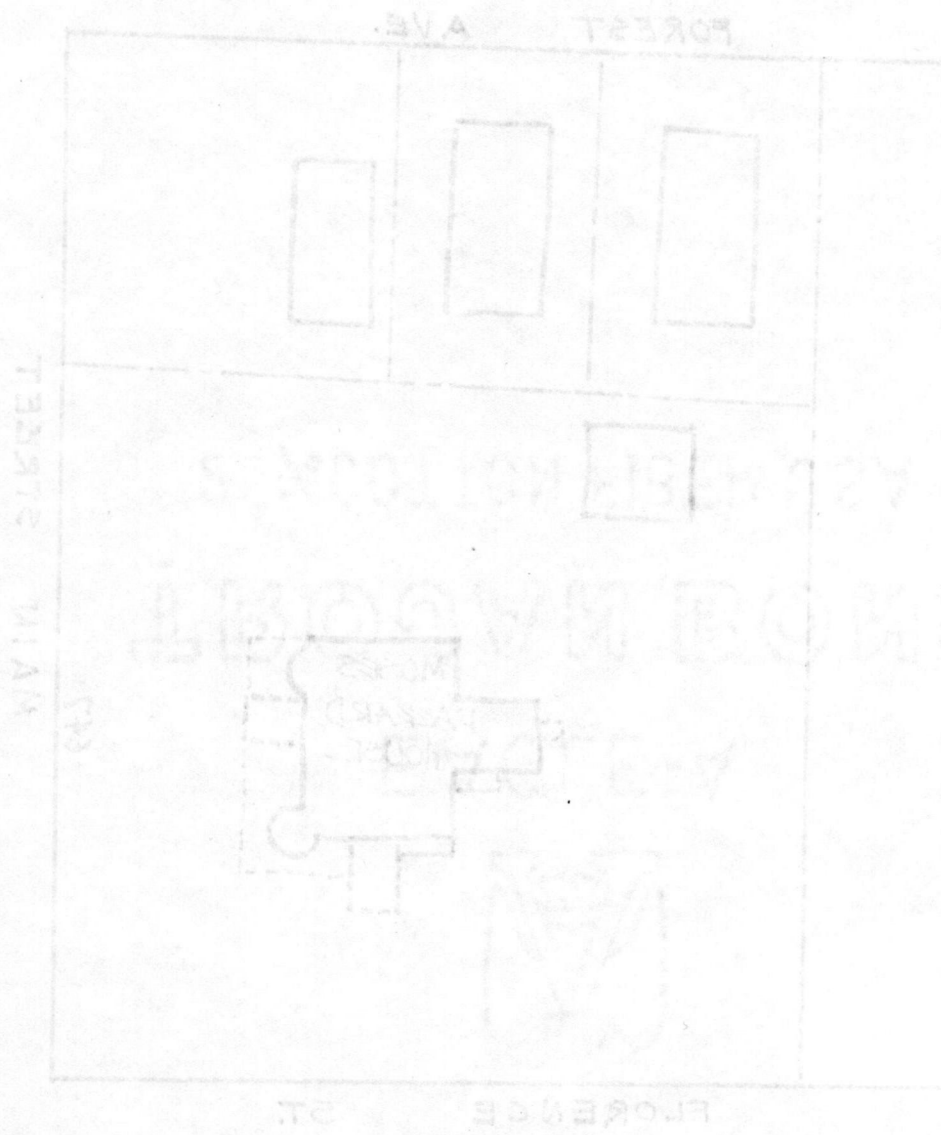


Moses Packard House  
Brockton, Massachusetts  
Sketch Map  
Scale: 1"=100'  
Source: Sanborn Insurance Maps, 1968



647 MAIN ST

SCALE 1" = 50'



FEB 17 1978

ENTRIES IN THE NATIONAL REGISTER

STATE MASSACHUSETTS

Date Entered FEB 17 1978

| <u>Name</u>                     | <u>Location</u>                     |
|---------------------------------|-------------------------------------|
| Bradford, Capt. Gamaliel, House | Duxbury vicinity<br>Plymouth County |
| Clark Houses                    | Natick<br>Middlesex County          |
| Packard, Moses, House           | Brockton<br>Plymouth County         |

Also Notified

Hon. Edward W. Brooke  
Hon. Edward M. Kennedy  
Hon. Gerry E. Studds  
Hon. Margaret M. Heckler  
Hon. James A. Burke

Regional Director, North Atlantic  
Region

State Historic Preservation Officer  
Mrs. Elizabeth Amadon  
Executive Director, Massachusetts  
Historical Commission  
294 Washington Street  
Boston, Massachusetts 02108

880

Mott/js

3/2/78

# NATIONAL REGISTER DATA SHEET

|   |  |  |   |  |  |  |  |
|---|--|--|---|--|--|--|--|
| <b>① NAME as it appears on federal register:</b><br>Packard, Moses, House   |  | <b>② OTHER NAMES:</b>  |   | <b>③ date of entry:</b><br>FEB 17 1978   |  | <b>④ county code:</b><br>23  |  |
| <b>⑤ LOCATION street &amp; number</b><br>647 Main St.   |  | <b>city / town</b><br>Brockton   |   | <b>vicinity of</b>   |  | <b>state</b><br>MA   |  |
|   |  |  |   | <b>county</b><br>Plymouth  |  | <b>⑥ NPS REGION:</b><br>NA   |  |
| <b>⑦ OWNER</b> <input checked="" type="checkbox"/> PRIVATE <input type="checkbox"/> STATE <input type="checkbox"/> MUNICIPAL <input type="checkbox"/> COUNTY <input type="checkbox"/> MULTIPLE <input type="checkbox"/> FEDERAL (agency name)   |  |  |   |  |  | <b>⑧ ADMINISTRATOR:</b>  |  |
| <b>⑨ EXISTING SURVEYS</b> <input type="checkbox"/> HABS <input type="checkbox"/> HAER <input type="checkbox"/> NHL  |  | <b>⑩ FUNDED?</b> <input type="checkbox"/> YES <input type="checkbox"/> NO  |   | <b>⑪ CONGRESS. DISTRICT</b> 11th   |  | <b>⑫ SOURCE of NOMINATION</b> <input type="checkbox"/> STATE <input type="checkbox"/> FEDERAL  |  |
| <b>⑬ WITHIN NATIONAL REGISTER HISTORIC DISTRICT?</b><br><input type="checkbox"/> YES, NAME <input type="checkbox"/> NO  |  | <b>⑭ WITHIN NATIONAL HISTORIC LANDMARK?</b><br><input type="checkbox"/> YES, NAME <input type="checkbox"/> NO  |   | <b>⑮ ACREAGE</b>   |  | if state who prepared form?<br><input type="checkbox"/> LOCAL <input type="checkbox"/> PRIVATE ORGANIZATION  |  |
| <b>⑯ CONDITION</b>  |  | <b>⑰ features:</b>   |   |  |  |  |  |
| <input type="checkbox"/> deteriorated <input type="checkbox"/> altered <input type="checkbox"/> original site<br><input type="checkbox"/> excellent <input type="checkbox"/> ruins <input type="checkbox"/> unaltered <input type="checkbox"/> moved<br><input type="checkbox"/> good <input type="checkbox"/> unexposed <input type="checkbox"/> reconstructed <input type="checkbox"/> unknown<br><input type="checkbox"/> fair <input type="checkbox"/> unexcavated <input type="checkbox"/> excavated   |  | INTERIOR <input type="checkbox"/> SUBSTANTIALLY INTACT-1<br><input type="checkbox"/> NOT INTACT-0<br><input type="checkbox"/> UNKNOWN-4<br><input type="checkbox"/> NOT APPLICABLE-7 |   | EXTERIOR <input type="checkbox"/> SUBSTANTIALLY INTACT-2<br><input type="checkbox"/> NOT INTACT-0<br><input type="checkbox"/> UNKNOWN-5<br><input type="checkbox"/> NOT APPLICABLE-8 |  | ENVIRONS <input type="checkbox"/> SUBSTANTIALLY INTACT-3<br><input type="checkbox"/> NOT INTACT-0<br><input type="checkbox"/> UNKNOWN-6<br><input type="checkbox"/> NOT APPLICABLE-9 |  |
| <b>⑱ ACCESS</b> <input type="checkbox"/> YES-Restricted <input type="checkbox"/> YES-Unrestricted <input type="checkbox"/> No Access <input type="checkbox"/> Unknown   |  | <b>⑲ ADAPTIVE USE</b> <input type="checkbox"/> YES <input type="checkbox"/> NO   |   | <b>⑳ SAVED?</b> <input type="checkbox"/> YES   |  | <b>IS PROPERTY A HISTORIC DISTRICT?</b> <input type="checkbox"/> yes <input type="checkbox"/> no   |  |
| <b>㉑ AREAS OF SIGNIFICANCE :</b>  |  |  |   |  | <b>㉒ CLAIMS: explain</b>   |  |  |
| <input type="checkbox"/> ARCHEOLOGY-prehistoric-2 <input type="checkbox"/> COMMERCE-6<br><input type="checkbox"/> ARCHEOLOGY-historic-1 <input type="checkbox"/> COMMUNICATIONS-7<br><input type="checkbox"/> AGRICULTURE-3 <input type="checkbox"/> CONSERVATION-8<br><input type="checkbox"/> ARCHITECTURE-4 <input type="checkbox"/> ECONOMICS-9<br><input type="checkbox"/> ART-5 <input type="checkbox"/> EDUCATION-10<br><input type="checkbox"/> ENGINEERING-11 <input type="checkbox"/> ENTERTAINMENT-26<br><input type="checkbox"/> LANDSCAPE ARCH.-15 <input type="checkbox"/> LAW-16<br><input type="checkbox"/> EXPLORATION-12 <input type="checkbox"/> LITERATURE-17<br><input type="checkbox"/> HEALTH-27 <input type="checkbox"/> MILITARY-18<br><input type="checkbox"/> INDUSTRY-13 <input type="checkbox"/> MUSIC-19<br><input type="checkbox"/> INVENTION-14 <input type="checkbox"/> PHILOSOPHY-20<br><input type="checkbox"/> POLITICS/GOVT.-21 <input type="checkbox"/> RECREATION-28<br><input type="checkbox"/> RELIGION-22 <input type="checkbox"/> SETTLEMENT-29<br><input type="checkbox"/> SCIENCE-23 <input type="checkbox"/> URBAN PLANNING-31<br><input type="checkbox"/> SOCIAL/HUMANITARIAN-24 <input type="checkbox"/> OTHER (SPECIFY) _____<br><input type="checkbox"/> SOCIAL/CULTURAL-30    _____<br><input type="checkbox"/> TRANSPORTATION-25    _____ |  |  |   |  | 'first' <input type="checkbox"/><br>'oldest' <input type="checkbox"/><br>'only' <input type="checkbox"/> |  |  |
| <b>㉓ functions</b><br>WHEN HISTORICALLY SIGNIFICANT:<br>CURRENTLY:  |  |  | <b>㉔ dates</b> of initial construction:<br>major alterations:<br>historic events: |  |  | <b>㉕ ETHNIC GROUP ASSOCIATION</b>  |  |
| <b>㉖ architectural style(s):</b>  |  | <b>㉗ architect:</b>  |   | <b>㉘ master builder:</b>   |  | <b>㉙ engineer:</b>   |  |
| <b>㉚ landscape architect / garden designer:</b>   |  | <b>㉛ interior decorator:</b>   |   | <b>㉜ artist:</b>   |  | <b>㉝ artisan:</b>  |  |
|   |  |  |   |  |  | <b>㉞ builder/contractor:</b>   |  |
| <b>㉟ NAMES give role &amp; date</b>   |  |  |   |  |  |  |  |
| PERSONAL:   |  |  |   |  |  |  |  |
| EVENTS:   |  |  |   |  |  |  |  |
| INSTITUTIONAL:  |  |  |   |  |  |  |  |
| <b>㊱ NATIONAL REGISTER WRITE-UP</b>   |  |  |   |  |  |  |  |