

Massachusetts Cultural Resource Information System

Scanned Record Cover Page

Inventory No:	BOS.1581
Historic Name:	Insurance Exchange Building
Common Name:	
Address:	36-44 Broad St 124-140 Milk St, 11-24 India St and Central St
City/Town:	Boston
Village/Neighborhood:	Central Business District; Custom House - Markets;
Local No:	
Year Constructed:	1923
Architectural Style(s):	Classical Revival;
Architect(s):	Coolidge and Shattuck; Fuller, George A. Company;
Use(s):	Business Office; Commercial Block;
Significance:	Architecture; Commerce;
Area(s):	BOS.AN, BOS.RF
Designation(s):	Nat'l Register District (05/11/1973); Nat'l Register District (10/03/1996);
Building Materials:	Wall: Cast Stone; Limestone; Metal, Undetermined; Steel; Stone, Cut;
Demolished	No



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Commonwealth of Massachusetts
Massachusetts Historical Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125
www.sec.state.ma.us/mhc

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BOSTON LANDMARKS COMMISSION

Building Information Form Form No.

Area GBD

124-140 Milk

11-24 India

ADDRESS 24-44 Broad St.

COR. Central St.

NAME Insurance Exchange Building / same present original

MAP No. 25N/13E

SUB AREA Custom House Market

DATE 1923 permit 3-1-1923 source

ARCHITECT Coolidge & Shattuck permit source

BUILDER George A. Fuller Co source

OWNER Insurance Exchange Trust original present

PHOTOGRAPHS 20 1/1, 20 1/2, *20 1/3 - 80.



TYPE (residential) single double row 2-fam. 3-deck ten apt. (non-residential) offices & stores

NO. OF STORIES (1st to cornice) eleven plus

ROOF flat cupola dormers

MATERIALS (Frame) clapboards shingles stucco asphalt asbestos alum/vinyl (Other) brick stone limestone & concrete iron/steel/alum.

BRIEF DESCRIPTION 10x9x7x5 bay steel frame Classical Revival office building. Ground floor features pedimented central entry with shell acroteria, simplified secondary entries in end bays, & large windows with classically decorated metal spandrels & mullions. Shaft articulated by piers with gilded capitals & vertical bands of windows with metal spandrels. Rectangular fenestration of 2nd level repeated at 11th. Surmounted by frieze with large Greek fret band, denticular cornice, & swag decorated parapet.

EXTERIOR ALTERATION minor moderate drastic rapet, all gilded.

CONDITION good fair poor LOT AREA 26,760 sq. feet

NOTEWORTHY SITE CHARACTERISTICS Freestanding, of trapezoidal plan, occupying entire block. All facades similar. Adjacent to Board of Trade Building and Custom House. Makes significant contribution to streetscape.

SIGNIFICANCE (cont'd on reverse)

Monumental Insurance Exchange Building architecturally significant as notable design by one of Boston's most distinguished firms, as well as fine example of the more austere, flattened version of Classical Revival architecture characteristic of the period. Historically, it exemplifies the expansion of Boston's burgeoning insurance industry, and the recognition of need for large-scale concentration of companies, agencies, and brokers.

revised by BLE 7/82 to III, F.S.

III MAK 6/80 NRDK

Moved; date if known _____

Themes (check as many as applicable)

Aboriginal	_____	Conservation	_____	Recreation	_____
Agricultural	_____	Education	_____	Religion	_____
Architectural	<u>x</u>	Exploration/ settlement	_____	Science/ invention	_____
The Arts	_____	Industry	_____	Social/ humanitarian	_____
Commerce	_____	Military	_____	Transportation	_____
Communication	_____	Political	_____		
Community/ development	_____				

Significance (include explanation of themes checked above)

A pamphlet advertising a serial bond issue notes that the ground floor was to be occupied by stores and the upper floors by insurance companies and agencies.¹
The 1930 Boston Directory confirms this type of occupancy.

Coolidge & Shattuck, a partnership lasting from 1914-1922, was successor firm to Shepley, Ruten & Coolidge. Charles Allerton Coolidge (1858-1936), educated at Harvard and MIT and trained in office of H.H. Richardson, formed the partnership of Shepley, Ruten & Coolidge after Richardson's death, in order to complete his work. Subsequent to the death of Shepley and Ruten, Coolidge formed a partnership with George C. Shattuck (1864-1923), a member of his firm. Shattuck had graduated from MIT in 1888, and had begun his architectural career as a draughtsman for Shepley, Ruten & Coolidge. Other notable designs by Coolidge & Shattuck in the CBD are the Lawyers' Building and Samuel Appleton Building, as well as the Boston Lying-In-Hospital, for which they won the "1922 Medal of Honor of the Boston Society of Architects as the most noteworthy building erected in the city during that year."²

Preservation Consideration (accessibility, re-use possibilities, capacity for public use and enjoyment, protection, utilities, context).

Located within the National Register Custom House District.

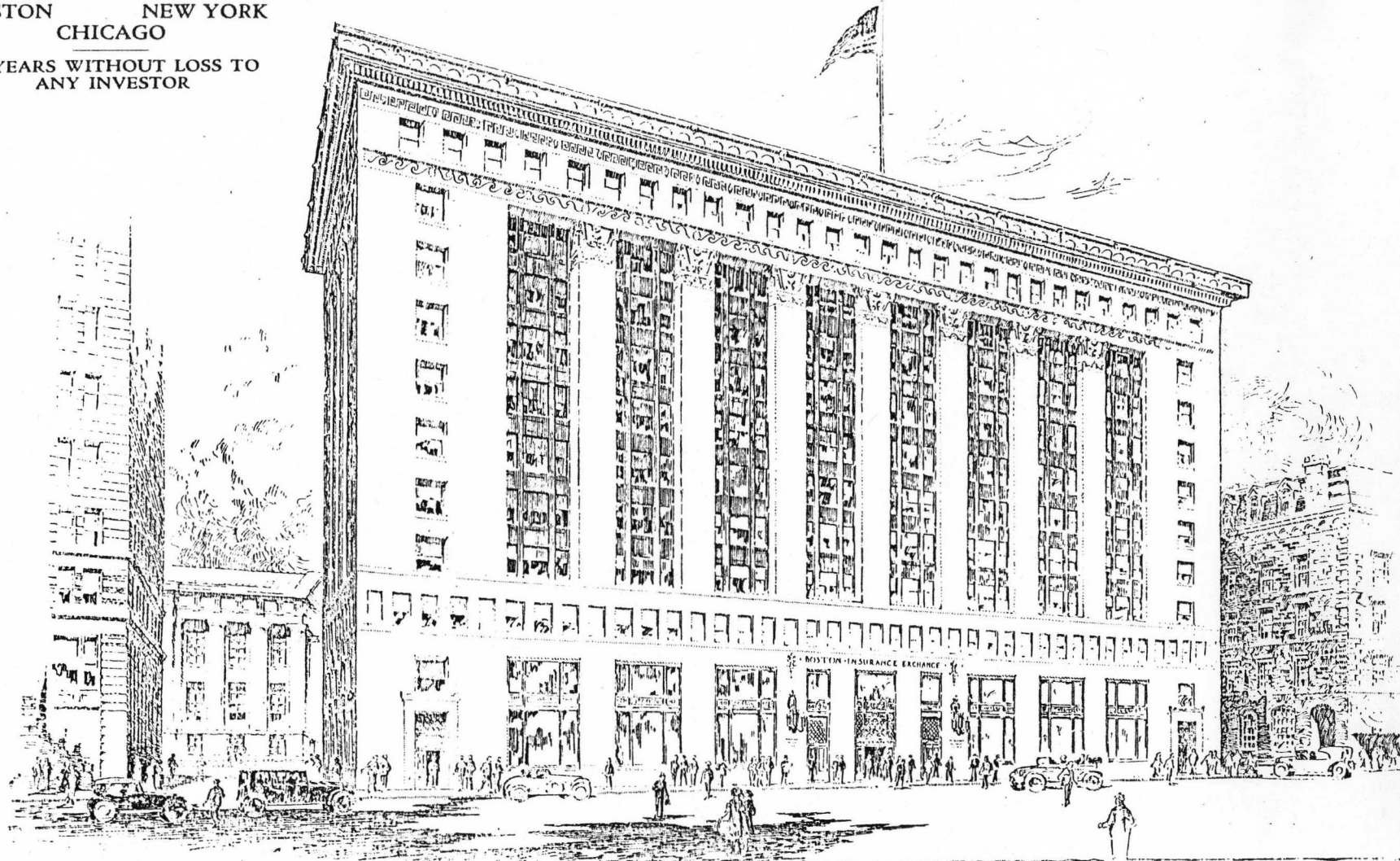
Bibliography and/or references (such as local histories, deeds, assessor's records, early maps, etc.)

1. SPNEA; "Chipping File-Broad Street," Pamphlet on serial bond issue for Insurance Exchange Building. Illustration.
2. Withey, Henry F. and Elsie Rayburn, Biographical Dictionary of American Architects (Deceased), 1956.
3. Rice-mank Collection, Bostonian Society, "Alteration at 40 Broad St. for Preferred Accident Ins. Co. of N.Y.," 1944, Eugene Schwender, architect. Plan of 1st floor.
4. 1923 Map of Business Buildings, Boston Public Library, Fine Arts Reference.
5. 1930 Boston Directory.
6. Building Dept. Records.

S. W. STRAUS & Co.
ESTABLISHED 1882 INCORPORATED
BOSTON NEW YORK
CHICAGO

40 YEARS WITHOUT LOSS TO
ANY INVESTOR

24-44 Broad St.



INSURANCE EXCHANGE BUILDING

Security for

\$3,000,000 Straus Protected First Mortgage 6% Serial Bond Issue

CENTRAL ARTERY/THIRD HARBOR TUNNEL PROJECT
Updated Survey of Historic Resources

24-44

Broad St.

CBD

Insurance Exchange Building

LOCATION:

Map Number: 25-13

Subarea: Central Area

Corridor: primary

NATIONAL REGISTER STATUS**INDIVIDUAL STATUS:**
 Individual NR-Listed

 Individual DOE

 Individual NR-Eligible

DISTRICT STATUS:
 In NR District

 In DOE District

 In NR-Eligible District

Name of District: Custom House District *listed 5/11/73***BOSTON LANDMARKS COMMISSION STATUS:**

Landmark Status: None

Survey Category: 3fs

BLC District: None

**INVENTORY FORM B CONTINUATION SHEET
BOSTON CBD SURVEY UPDATE**

**ADDRESS ON BLC BUILDING INVENTORY FORM:
24-44 Broad Street**

Massachusetts Historical Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125

Area Form No.
CBD BOS.1581

EXISTING STATE REGISTER DESIGNATIONS

DESIG CODE	DATE	NAME
NRDIS	1973, 1996	Custom House District

MAJOR CHANGES OR CORRECTIONS TO PAGE 1 BASE INFORMATION

Assessors Parcel ID: 0303824000
Assessors Address: 36 Broad Street

ADDITIONAL ARCHITECTURAL DESCRIPTION

The main office lobby entrance on Broad Street now features a butt-glazed enclosure at the plane of the wall, and a revolving door centered in the opening.

ADDITIONAL HISTORICAL NARRATIVE

Documented projects in the CBD by architects Coolidge & Shattuck include 9-11 Beacon Street (BOS.1552), 22-44 Broad Street (BOS.1581), 30 Cornhill (BOS.1671), and 110-114 Milk Street (BOS.1875). The nationally-known firm of Shepley, Bulfinch, Richardson & Abbott originated in the office of the illustrious Henry Hobson Richardson, which was established in 1874. The firm was known as Shepley Rutan & Coolidge from 1886-1915; Coolidge & Shattuck from 1915-24; Coolidge Shepley Bulfinch & Abbott from 1924-52; and Shepley Bulfinch Richardson & Abbott from 1952-2009. A family-managed practice for generations, the last Richardson descendent and partner retired in 1990. The firm today is an interdisciplinary office with more than 100 employees, known for its healthcare, academic, scientific, courthouse, civic, and corporate design. Earning the AIA Firm Award in 1973, SBRA was commended as "a firm which has produced consistently distinguished architecture since its beginnings almost a century ago." (www.sbra.com/) MACRIS contains 31 properties designed by Shepley Bulfinch, including academic, residential, and commercial projects.

The Custom House District National Register nomination form identifies 24-44 Broad Street as a contributing resource.

BIBLIOGRAPHY and/or REFERENCES

Bock, Gordon. "Building for the Long Haul," April 2009. <http://www.traditional-building.com>. Accessed 6/1/2009.
Massachusetts Historical Commission. MACRIS search, 6/22/2009.
www.sbra.com/ Accessed 6/1/09.

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Recorded by: W. Frontiero and L. Smiledge

Organization: BLC

Date: June 2009

Continuation sheet 1

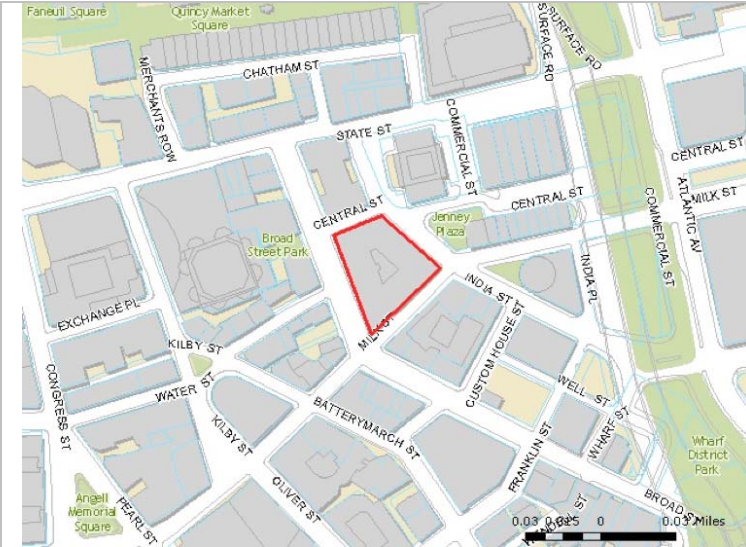
**INVENTORY FORM B CONTINUATION SHEET
BOSTON CBD SURVEY UPDATE**

**ADDRESS ON BLC BUILDING INVENTORY FORM:
24-44 Broad Street**

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Area Form No.
CBD BOS.1581

SUPPLEMENTARY IMAGES and LOCATIONAL INFORMATION



Assessors Map



Ground floor detail – Broad Street



Broad Street (west) and Milk Street (south) facades