

The applicant has selected National Register Criterion A and C as being applicable to this application. "Criterion A" is described as follows:

National Register Significance Criterion A:

Property is associated with events that have made a significant contribution to the broad patterns of our history.

"Criterion C" is described as follows:

National Register Significance Criterion C:

Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

Significance Summary. The completed nomination forms include a summary of the significance of the Delta Upsilon Chapter House as follows:

"Completed in 1910, the Colonials Club House is National register eligible, locally under Criterion A, because of its significance for the development of the Fourth Ward in Ames, Iowa. The construction of the building on the south side of the Iowa State University campus inaugurated a major land use change in the community. Prior to 1910, off-campus student housing and commerce tended to cluster in West Gate neighborhood, a section of the Fourth Ward west of the campus. The construction of the new club house at 217 Ash Avenue signaled the beginning of something new: the emergence of Ash Avenue and its environs on the southeast side of the campus as the preferred location of new Greek residences. By the 1920s this area possessed the largest concentration of them in Ames, supplanting to the present day West Gate for that distinction.

The property is National Register eligible under Criterion C. The 1910 construction of the building helped inaugurate a new era of fraternity house design in Ames. Prior to this time, Greek residences resembled large, frame single-family dwellings of vernacular design and limited architectural detailing. This new club house, designed by the Des Moines architectural firm of Proudfoot and Bird, introduced masonry construction, Colonial Revival styling, and architectural detailing unparalleled hitherto among Greek residences in Ames. The quality of this building, coupled with Proudfoot and Bird's similar albeit slightly earlier design for the Association Building (Alumni Hall, NRHP) on the Iowa State campus created a taste for Colonial Revival styling in Ames, which became, if not de rigueur for new Greek residences, at least equal to Tudor Revival styling in popularity for them over the next thirty years.

The period of significance and a significant date, under Criterion C, is 1910, the year the house was completed and first occupied. The period of significance under Criterion A, is also 1910, the time when the construction of the fraternity house set a standard for setbacks subsequently followed by other Greek organizations. The year 1910 is a significant date for both of these reasons.

The property contains one resource for this nomination, the fraternity house itself, which is contributing and classified as a building."