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NPS Form 10-900

OMB No. 10024-0018

Wisconsin Word Processing Format (Approved 1/92)

United States Department of Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name East Oregon and South Barclay Industrial Historic District
other names/site number N/A

2. Location

St. & number	300 South Barclay Street, 139, 221 East Oregon Street, 214 East Florida Street						N/A	**not for publication**	
city or town	Milwaukee						N/A	**vicinity**	
state	Wisconsin	**code**	WI	**county**	Milwaukee	**code**	079	**zip code**	53204

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination _request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets _ does not meet the National Register criteria. I recommend that this property be considered significant _nationally _statewide X locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title — Date 11/10/14

Deputy State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(_ See continuation sheet for additional comments.)

Signature of commenting official/Title — Date

State or Federal agency and bureau

East Oregon and South Barclay Industrial Historic District	Milwaukee	Wisconsin
Name of Property	County and State	

4. National Park Service Certification

I hereby certify that the property is:

X entered in the National Register.
___ See continuation sheet.
__ determined eligible for the National Register.
___ See continuation sheet.
__ determined not eligible for the National Register.
___ See continuation sheet.
__ removed from the National Register.
__ other, (explain:)

Edson H. Beall — 12.29.14

Signature of the Keeper — Date of Action

5. Classification

Ownership of Property (check as many boxes as as apply)

X private
public-local
public-State
public-Federal

Category of Property (Check only one box)

building(s)
X district
structure
site
object

Number of Resources within Property (Do not include previously listed resources in the count)

contributing	noncontributing	
8	0	buildings
		sites
		structures
		objects
8	0	total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property listing.)
N/A

Number of contributing resources previously listed in the National Register
0

6. Function or Use

Historic Functions (Enter categories from instructions)	**Current Functions** (Enter categories from instructions)
INDUSTRY: Manufacturing Facility	INDUSTRY: Manufacturing Facility
INDUSTRY: Industrial Storage	COMMERCE/TRADE: Business
	WORK IN PROGRESS

7. Description

Architectural Classification (Enter categories from instructions)	**Materials** (Enter categories from instructions)	
	foundation :	CONCRETE
Late 19th and Early 20th Century American Movements	walls :	BRICK
Modern: International Style		GLASS
	Roof:	CONCRETE
		WOOD
	other	

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.) SEE CONTINUATION SHEETS

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

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

_ B Property is associated with the lives of persons significant in our past.

X 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.

_ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

_ A owned by a religious institution or used for religious purposes.

_ B removed from its original location.

_ C a birthplace or grave.

_ D a cemetery.

_ E a reconstructed building, object, or structure.

_ F a commemorative property.

_ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1900-1948

Significant Dates

N/A

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Kirchhoff and Rose
Messmer, Robert A.

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.) SEE CONTINUATION SHEETS

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)
SEE CONTINUATION SHEETS

Previous Documentation on File (National Park Service):
X preliminary determination of individual listing (36 CFR 67) has been requested
_ previously listed in the National Register
_ previously determined eligible by the National Register
_ designated a National Historic landmark

_ recorded by Historic American Buildings Survey #
_ recorded by Historic American Engineering Record #

Primary location of additional data:
X State Historic Preservation Office
_ Other State Agency
_ Federal Agency
_ Local government
_ University
X Other –
Name of repository: Milwaukee Public Library
Milwaukee County Historical Society
University of Wisconsin- Milwaukee
American Geographical Society Library Digital Collection
City of Milwaukee Records Division

10. Geographical Data

Acreage of Property: 3.765 acres

UTM References (Place additional UTM references on a continuation sheet.)

	Zone	Easting	Northing		Zone	Easting	Northing
1	16	425911	4764323	3			
2				4			

☐ See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Vaishali Wagh, Registered Senior Architect –Associate				
organization	Continuum Architects + Planners, S.C.			**date**	June 6th, 2014
St. & number	228 S. 1st St., #301			**telephone**	414-220-9640
city or town	Milwaukee	**state**	WI	**zip code**	53204

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property. SEE CONTINUATION SHEETS

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title
organization
St. & number
city or town

Introduction:

The East Oregon and South Barclay Industrial Historic District (Historic District), the location of the former Paint and Varnish Division of Pittsburgh Plate Glass Company (PPG), is located within the Walker's Point neighborhood in Milwaukee, Wisconsin, south of Milwaukee's downtown and the Third Ward Historic District. The Walker's Point neighborhood is also home to the Florida and Third Industrial Historic District consisting of industrial loft buildings along a rail corridor located west of the district. The Historic District is located at the northeast end of Walker's Point, a diverse and vibrant neighborhood noted for an eclectic mix of stores, restaurants and industries with limited housing scattered in its urban pockets. Some of the most recent new redevelopments in this neighborhood include condominiums, offices and retail service industries. The proximity to downtown and the availability of numerous old buildings and vacant sites has made Walker's Point a magnet for redevelopment.

The Historic District is bounded by East Oregon Street to the north and East Florida Street to the south. South Barclay Street runs north-south through the district dividing it into eastern and western portions. East Oregon Street runs east-west and dead ends into the district. One block to the east of the district lies the Milwaukee River as it flows into Lake Michigan. One block north is the confluence of the Menomonee and Milwaukee rivers. The district is made up of industrial loft buildings with an adjacent Soo Line railway corridor along the western edge. An additional railroad spur, now abandoned, runs through the eastern portion of the campus.

Built between 1900 and 1948, the Historic District consists of eight industrial and manufacturing buildings that are visually distinct, architecturally significant and intact (*see Figure 1*); all eight buildings are contributing to the district. A number of these buildings are architecturally cohesive since they were designed by the same architect in the same year and for the same company. The district is a unique representation of various industrial architectural styles prevalent in the respective decades in which they were built, and one can trace the evolution of architecture, engineering, and industry through these eight buildings. The buildings' construction varies, from representing the load-bearing masonry framed lofts of the late 1890s that display a classic three part division of the Chicago Commercial Style (emulating the base, shaft and embellished capital of a classical column); to the concrete skeletal-framed building adorned with inverted chevron motifs; to the modern, international style reinforced concrete structure with continuous ribbon windows, lacking any historical reference.

Three of the eight buildings were built around 1900, four were built in the 1920s, and one was built in the 1940s. The four buildings built in the 1920s (Buildings 11, 33, 34, 35. *See Figure 1*) were designed by Kirchhoff and Rose, a prominent Milwaukee-based architecture firm that designed a number of iconic buildings in Milwaukee, many of which are still standing today and listed on the National Register of Historic Places (NRHP). The building from the 1940s (Building 20, *see Figure 1*) was designed by R.A. Messmer and Bros., another prominent Milwaukee-based architectural firm of repute. The buildings display the evolution of industrial design ranging from the 1890s to the 1940s,

size starting with the middle textile mill industrial lofts, to the later reinforced concrete daylight loft, and finally the international style of factory building. This was a result of different architects designing the buildings in different time periods.

The contrast among the various architectural styles brings the significance of each building into sharp focus; the varied styles standing side-by-side add layers of history, richness and interest to the fabric of the district and create a dramatic streetscape along East Oregon Street (*Photo 0018*). The historic integrity of the eight buildings ranges from good to excellent. Alterations to the buildings are largely confined to replacement of the windows. This is discussed in more detail below under the heading "Physical Appearance."

Site Context

The Historic District in Walker's Point is representative of the long history of industrial development in the neighborhood. Various companies constructed industrial buildings for manufacturing and as industry changed, so too did ownership of many of those buildings. Demonstrating this pattern, International Harvester and the W.R. Franzen Paper Company originally constructed buildings in the district. By the turn of the twentieth century, the Patton Paint Company and its successor company, Pittsburgh Plate Glass Company (PPG), purchased these existing buildings and constructed additional buildings in the district. The Pittsburgh Plate Glass Company was the last company to occupy the buildings in the proposed Historic District.

Patton Paint Company, a paint company with deep roots in Milwaukee, was established by James E. Patton and two others under the name Beardsley, Patton & Williams on Spring Street (current-day Wisconsin Avenue) as a manufacturer of palm oil.[1] From this location the business moved to Buffalo Street in the city's wholesale and manufacturing district. After the "Great Fire of 1892" which destroyed most of the buildings in that area, Patton procured land in Walker's Point (current Historic District location), including one of the few surviving structures, a former foundry, which the company converted into a paint factory. By 1894, Patton Paints had an office and factory on Lake Street (later renamed Pittsburgh Street) and also acquired an existing building at the southeast corner of Florida and Oregon streets, which was later demolished. Most traces of the nineteenth-century Patton Paint Company complex no longer survive.

As a thriving paint manufacturing company, Patton Paint was targeted by the Pittsburgh Plate Glass Company who was putting a major effort into expanding and diversifying its product line. By 1920, PPG acquired the Patton Paint Company and established PPG's Paint and Varnish Division. Because

[1] "Century Old Paint Business Recalled for Plant Program," *The Milwaukee Journal*, 15 September, 1955; *Erving, Burdick & Co.'s Milwaukee City Directory*. Milwaukee: King, Jermain & Co., 1857, p. VI.

paints and brushes were distributed to the customers through the same channels as glass, this was a logical merger for the two big companies.[2] One of the results of this merger was that old buildings belonging to Patton Paint were demolished in the 1920s to make way for four newly designed, reinforced concrete buildings. The new signature buildings demonstrated an emphatic presence for PPG, and as well became a showcase for the use of PPG glass alongside the emerging advances in concrete frame buildings.

The proposed Historic District consists of a total of eight industrial buildings that form a cohesive district showcasing the advances in industrial building design between 1900 and 1948 (*see Figure 1*). Constructed in different decades, they represent a variety of architectural styles reflective of their respective time periods. Four of the buildings (Building 11, 33, 34, 35) were built at the same time by the same architect specifically for PPG and are united in physical appearance, architectural form and vocabulary (*photos 0009 and 0010 and Figure 1*). Collectively, these four buildings flanking either side of the South Barclay Street help to provide a cohesive feel to the district.

Industrial Loft Buildings

All eight buildings display characteristics of the industrial and manufacturing loft building types. Design and construction of the industrial loft can be traced back to the *textile mill industrial loft* that was constructed in the United States in the late 1800s to early 1900s (roughly divided into early, middle and late textile mill loft) The textile mill was a specialized subtype of an industrial loft.[3] Betsy Bradley, author of *The Works: The Industrial Architecture of the United States*, describes the "industrial loft" as a narrow, multistory industrial building, with the narrow side generally facing the street. The early textile mills tended to be made up of masonry exterior load bearing walls, interior wood framed structure, punched window openings, flat roofs and parapets. Fire resistive elements, such as isolated stair towers and lack of finishes, were also included to mitigate the threat of fire. There are three "middle" textile mill buildings in the proposed Historic District: Buildings 17 (W.R. Franzen), 18, and 19 (International Harvester). With advances in technology, and the introduction of reinforced concrete, a more skeletal version of the textile mill loft became popular. Skeletal frames allowed a clear expression of the structural system and wide expanses of glass, allowing maximum daylight into the open manufacturing floors. These buildings came to be known as "daylight lofts." There are four daylight loft buildings in the proposed Historic District (Buildings 11, 33, 34, and 35). In the 1930s, the International Style emerged as a dominant force in the field of architecture. This type of building displayed rectilinear forms, flat planes, emphasis on horizontality, stripping of any ornamentation and long expanses of horizontal glazing. There is one International Style loft building in

[2] PPG Industries. n.d. Company History.
[3] Bradley, Betsy Hunter. *The Works: The Industrial Architecture of the United States*. Oxford, England: Oxford University Press, 1999, p. 29.

the proposed Historic District (Building 20).

Numbering System
The building numbers used throughout this nomination are references to the building numbering protocol put into place by the Pittsburgh Plate Glass Company, the last occupant of these buildings. These identification numbers were retained as a naming protocol in this nomination due to ease of use, the convenience of an existing unique identifier for each building, and for a logical historical tie-in to the last use of the buildings. As was often the practice with large manufacturing companies, when new buildings were added, those buildings received building numbers instead of street addresses. A master plan in the company offices keyed each building to its assigned number. Some buildings were constructed as individual buildings but with consolidation of ownership and expansion, buildings were all assigned a number.

Physical Appearance

Building 17 (W.R. Franzen), Building 18, Building 19 (International Harvester)

The beginnings of the industrial building prototype can be traced to the simple textile mill buildings from the early nineteenth century. Originally wood, then stone and finally brick, they were the precursors of the modern factory, being strictly utilitarian, with wooden or load-bearing masonry structure and regular punched openings. They provided an efficient manufacturing space, uninterrupted area for machinery and production with sufficient light and ventilation. As textile and other industries in the United States mechanized, many adopted the long, narrow, multistory building form of the textile mill and continued to use it into the 1930s.[4] Buildings 17 (W.R. Franzen), 18, and 19 (International Harvester), are examples of *middle textile mill* design from the late 1890s, with load-bearing masonry walls, heavy timber framing and punched window openings with segmented arched brick lintels.

Many of the middle textile mill buildings also display some architectural adornment and the classic tripartite composition—base, shaft and capital of a classical column. This is also a characteristic of the Chicago Commercial style. The first floor functions as the base; the middle stories, usually with little ornamental detail, act as the shaft of the column; and the last floor represents the capital, with more ornamental detail and capped with a cornice.

[4] Breisch, Ken, Serge Hambourg and Noel Perrin. *Mills and Factories of New England.* New York: Harry N. Abrams, Inc., Publishers, 1988, pp. 24-26.

Building 19, International Harvester (c1894-1910, 1935)
(See Figure 1 and Photos 0013, 0014, 0015)

Building 19, originally built between 1894 and 1910,[5] is a five-story tall load-bearing, brick masonry structure. The International Harvester Company was formed in 1902 by the merger of two of the leading agricultural equipment manufacturers—McCormick Harvesting Machine Company and the Deering Harvester Company. McCormick boasted of markets as far away as Russia and New Zealand.[6] In addition, three other rival harvester companies also joined the merger. The company remained in operation until 1984. The building was acquired by the Patton Paint Company and later renovated for PPG's material warehouse use in 1935 by Kirchhoff and Rose. The first story is taller compared to the floors above and displays a simple, unadorned, efficient loading dock function. Although the building is monolithic, the front façade along East Oregon Street is visually divided into bays on the upper stories by the arrangement of windows and brick decorative elements around the windows. Above the window head is a simple rectangular motif carved into the brick. Punched window openings contain double hung windows with stone sills. This façade is clearly divided into a classic three part composition of a base, middle and top defined by two horizontal decorative brick corbelled banding with dentil molding at the front façade. The brick parapet is the most decorative feature of the building with very finely detailed brick pattern and corbelling. The front façade is the most decorative due to its presence on East Oregon Street (*photos 0013, 0014*). The brick is painted white. The other facades are simple, with punched window openings regularly spaced and lack any decorative features signifying the secondary, and purely functional facades that face the alleyways (*photo 0015*). The front façade has double hung windows and the side facades have steel sash, operable windows in a 4/5 pattern.

Building 19A (addition to the rear of Building 19) (1935)
(See Figure 1 and Photos 0016, 0017, 0019)

Between Buildings 17 and 19 is an addition that is a small connector building, Building 19A, built in 1935 and designed by Kirchhoff and Rose when PPG renovated these buildings for their operations. This connector building was built in an empty space between the International Harvester and the W.R. Franzen buildings where a footbridge had previously connected the two buildings at the western end. With the connecting addition, the original buildings could function as one and be used as a larger material warehouse for PPG. The connector addition is an example of *reinforced concrete industrial loft* style or *daylight building*. As such, the building is made of reinforced concrete walls, columns and floors, with concrete piers and brick infill walls.

[5] Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1984, 1910.
[6] Wisconsin Historical Society. "International Harvester History."

Building 19A is interesting because, although it is constructed as a reinforced concrete loft, it intentionally presents itself as a textile mill loft since it is tucked between two middle textile mill loft style buildings. The east facade clearly expresses the grid work of a reinforced concrete column and beam structural system with brick wall infill. In its structural system and expression of it, it matches Buildings 11, 33 and 34. On the east side, beam extensions can also be seen extending beyond the face of the brick wall similar to Building 11. The beam extensions underline the functional quality of the reinforced concrete loft. However, the daylight openings are not maximized, and instead emulate the geometry of the adjacent masonry load-bearing building, in an effort to provide visual continuity and unify the three buildings. On the west facade, the building follows cues from the adjacent Building 19 and seamlessly continues the geometry of the window openings to match. The terracotta painted brick and concrete on the entire façade visually connect the buildings to each other, creating a unified façade that presents as one consolidated building even though the buildings are constructed in different time periods and styles (*photos 0016, 0017, 0019*). Windows on each facade are steel sash, operable windows in a 4/5 pattern.

Alterations: The building is intact. Most of the windows and window openings appear to be original and remain. The larger door and loading dock openings are also in original condition. The addition displays a high level of integrity.

Building 17, W. R. Franzen (c1894-1910, 1935)
(See Figure 1 and Photos 0016, 0017, 0019, 0024)

Building 17 was originally built between 1894 and 1910.[7] It was owned by the W.R. Franzen Paper Company, dealers in scrap paper. The building was used for baling and storage of scrap paper. The *Young and Co. Business and Retail Directory of Central Michigan* lists the company as, "the largest and best of their kind in the industry."[8] It is nearly exactly the same in construction and style to the International Harvester Building, except that it faces East Florida Street. The main façade along East Florida Street displays the same level of detailing, color, height, three part composition, and window geometry so as to create a presence on the main street. Secondary facades are also similar. One difference is the presence of a door and window opening on the first level as opposed to the loading dock openings on Building 19. This is possibly because while East Oregon Street went through the campus, the façade along East Florida Street was more "public," and Sanborn insurance maps from the 1910 show an office along this façade. The other facades are simple, with punched window openings regularly spaced within the brick façade and lack any decorative features signifying the secondary and

[7] Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis*., 1984, 1910.
[8] *Young & Co.'s Business and Professional Directory of Central Michigan*. Milwaukee, WI: Standard Printing and Stationery Co., 1902, p.3.

purely functional faces that border the alleyways (*photos 0016, 0017*). The front and the side facades have double hung windows divided with muntins in a 2/2 pattern. Painted company ghost signage is evident at the top of the building on the west façade. This building was acquired by the Patton Paint Company and later renovated by PPG for their material warehouse use in 1935 by Kirchhoff and Rose.

Alterations: Exterior alterations to both buildings are minimal. Most of the windows appear to be original. While a few of the original window openings have been boarded up, these openings have not been altered and remain intact. The larger door and loading dock openings are also in original condition. The decorative parapet detailing present on the International Harvester Building is missing on the W.R. Franzen building, and signs of it having being removed are evident in the discolored brick at the parapet. Altogether, the buildings display a high level of integrity.

Building 18 (c1894-1910)
(See Figure 1 and Photos 0017, 0024)

Adjacent to Building 17, and abutting on the east side, Building 18 is a smaller, two story masonry building (*photo 0024*). Similar to Building 17, this building was also owned by the W.R. Franzen Paper Company and was used for baling and storage of scrap paper. It was constructed between 1894 and 1910 with a small stable building on the north side. [9] The use of a stable is corroborated by an advertisement by Otto A. Meyer Co., manufacturer of steel horse shoes that lists W.R. Franzen Co. as a customer. The building is a load-bearing, brick masonry structure. The west and north facades abut Building 17 and Building 19 respectively (*See Figure 1 and photo 0017*). The exposed south and east facades are of split-face concrete blocks. Decorative concrete blocks are seen on the top third of the front façade, to give it a better street presence along East Florida Street. The entire façade is painted white, similar to Building 17. The interior floors, columns and framing members are all original wood construction. This building currently functions as one with Building 17.

Alterations: The building shows signs of renovations over the years. The front façade along East Florida Street is intact with the exception of a minimal portion of the original concrete masonry unit being replaced with new. This façade retains the original window and door openings, windows and transoms. The east façade is almost completely renovated with patches of new concrete masonry units and metal panels (*photo 0017*). Permit drawings from 1935 show the east façade as a concrete masonry unit façade with few small punched window openings, typical of the early to middle textile mill loft design as well as two larger, double doors with transom openings. The interior wood floor, columns, roof and wood framing members remain intact. Other than the east façade, the building maintains a high level of integrity.

[9] Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1984, 1910.

Buildings 11, 33, 34 and 35 (1924-1927)
(See Figure 1 and Photos 0001, 0002, 0003, 0004, 0005, 0006, 0007, 0008, 0009, 0010, 0011, 0012)

The earlier part of the 20th Century saw a new development in the building industry—reinforced concrete construction. Industrial lofts were among the first buildings to use reinforced concrete.[10] Their ability to carry loads, create larger spans between columns and control vibrations, as well as their fireproof nature, proved reinforced concrete to be very suitable for factory construction. Ernest L. Ransome, architect and innovator of reinforced concrete construction, is believed to have introduced the skeletal form of the factory building, illustrated by its grid-like exterior and brick panel walls with large windows.[11] The typology and architectural language seen in Buildings 11, 33, 34, and 35 can be clearly traced to these roots—a concrete frame clearly expressed in a grid-like pattern, large expanses of glazed openings allowing daylight into the floor, and brick panel infill walls with a stair tower. In these buildings one can also see the evolution of the industrial loft from its textile mill masonry construction origins to this updated, skeletal version. These buildings are also sometimes referred to as "daylight buildings" due to the large expanses of glazing. Industrial factory design was also aimed at the prevention of fires and sought open, partition-free interiors and large windows to facilitate extinguishing fires. The design also featured flat roofs without attics and floor areas separated from interior stairs; the resulting stair towers became a familiar to the building type.[12] All these features are evident in buildings 11, 33, 34, and 35.

These four buildings designed by Kirchhoff and Rose were built between 1924 and 1927 and are examples of *reinforced concrete industrial loft* style or *daylight buildings*. All four of the buildings have a similar structural system and architectural language—reinforced concrete walls, columns and floors, concrete piers, brick infill walls, and inverted chevron detailing at the cornices and parapets. Building 11 is a five-story structure with a basement and a masonry mechanical penthouse (*Photo 0001*). Buildings 33 and 34 are three-stories (*photos 0002, 0004, 0005*), and Building 35 (*photo 0003*) is a one-story tank storage structure. The construction and function is clearly articulated in the aesthetic style; not much ornamentation is seen on these buildings.

The buildings are divided into even bays by concrete pilasters that span from the first floor to the roof. These pilasters lend a vertical feel to the façade and break the length of the building into smaller

[10] Bradley, p. 155.
[11] Ibid, p. 157.
[12] Nelson, George. *Industrial Architecture of Albert Kahn, Inc.* New York: Architectural Book Publishing Co., 1939, p. 175.

sections. These bays are horizontally subdivided by the concrete floors and beams, clearly expressed as a secondary structural system. These subdivisions create a grid like structural frame and infill aesthetic. Each section consists of large window openings with a stone sill with a brick wall below the sill. The concrete structure is painted and the brick is exposed red brick, creating a contrast between structure and infill and clearly expressing these primary and secondary systems (*photo 0006*). At the top of each concrete pilaster is an inverted chevron motif (a motif commonly used in the Art Deco era). A concrete parapet is also seen and the top of the parapet is finished with a corbelled band. The chevron motif and the corbelled parapet are the only signs of ornamentation on an otherwise utilitarian building (*photo 0007*).

The west façade of Building 33 is a departure from all the other facades. While the structural system is clearly expressed similar to the other facades, the pilasters and the beams have been faced with brick, creating a much more monolithic and homogenous character (*photo 0008*). Since the back façade was of lesser importance, many industrial buildings articulated the façade differently.

The corner of South Barclay and East Oregon streets is a prominent location in this industrial area. In keeping with this, Buildings 11 and 33 have a slightly higher level of detail and ornamentation. Each of the two corner bays are further subdivided into smaller vertical sections in a tripartite division by narrow concrete columns, thus creating smaller window divisions. The top of the narrow columns also has an inverted chevron motif. In the center of each brick panel, below the sill, is a diamond shaped medallion of a contrasting color. The large chevron motif at the bays is more decorative, and the parapet is higher than the rest of the building and made of brick as opposed to the adjacent concrete. A large diamond medallion adorns the high brick parapet. Due to all these features, the corner bays create a more emphatic street presence (*photo 0007*).

While many of the original windows have been replaced with new aluminum windows, the original steel windows are still evident in some openings. All the larger openings follow a three part division with a wider center portion flanked by two narrower side lights. The center is divided in a 4/4 pattern with a pivoted, operable sash in the center. The side lights are fixed and are divided in a 4/3 pattern (*photo 0006*).

Building 35 was first constructed as an acetate tank storage building. It is a one-story, square building with a small footprint. The tank storage use generated the need for a tall volume. Although in terms of size and volume this building is a lot smaller than the other three, it is designed in the same functional style with a concrete column structure with exposed red brick infill. There are no window openings on the building in keeping with its tank storage function. Similar to the other three buildings, the inverted chevron motif and the corbelled parapet provide ornamentation and an architectural continuity between the buildings. Due to the lack of windows, the expansive brick infills have been alleviated by a decorative, rectangular band around the perimeter of each infill panel (*photos 0003, 0011*). A similar treatment of brick infill panels can be seen on the north façade of Building 33 (*photo 0012*).

Alterations: While exterior alterations to the buildings are limited to replacement of the original windows, the original openings have not been altered and are intact. Other features of the original building, such as exterior metal stairs, penthouses, stairways, structural system, and interior wood framing, also remain. Some of the chevron detailing on Building 11 is damaged and a small one story metal structure has also been added to the north end. Altogether, the buildings display a high level of integrity.

Building 20 (1948)
(See Figure 1 and Photos 0020, 0021)

Building 20 was built in 1948 as a paint manufacturing and storage building for PPG by R.A. Messmer and Bros. The building celebrates the industrialism and machine aesthetic of the 1940s with a break from traditional buildings, and is an example of the *International Style industrial loft*. This style of building is characterized by a lack of any historical references or allusions, where building ornamentation was intentionally ruled out in favor of rationality.

The building is constructed with reinforced concrete floors and structure. Structural columns at the exterior are pulled back from the face and the exterior wall is constructed independently. By separating the skin of the building from its structure the façade becomes “free,’ allowing for continuous and long expanses of glass and brick in a simple horizontal band pattern interrupted by stone window heads and sills in a similar horizontal pattern. The ribbon window openings are infilled with expanses of glass block interrupted with steel sash operable windows at regular intervals in a 5/3 pattern. All four facades are treated in the same way and given the same importance, doing away with the traditional notion of expressing a primary versus a secondary façade based on street frontage. The ribbon windows which became emblematic of a shift towards modern architecture are clearly expressed. The interior floor plan is punctuated only with the reinforced concrete columns leaving the floor plate open and flexible for its manufacturing and storage uses. The freer use of glass allows for increased light and ventilation and creates a more seamless interaction of interior and exterior space (*photos 0020, 0021*).

Alterations: This building is currently being renovated into multi-family housing. Exterior alterations to the building are limited to replacement of the original windows, with the original openings still discernible. Other features of the original building, such as brick walls, penthouses, stair towers, and structural system are intact.

Building Inventory

Name:	Address:	Date Built / Renovated:
Building 11	300 S. Barclay Street	1925 / 1940, 1947
Building 19 (International Harvester)	214 E. Florida Street	1900, 1935
Building 17 (W. R. Franzen)	214 E. Florida Street	1900 / 1935, 1999
Building 18	214 E. Florida Street	1900 / 1935
Building 33	139 E. Oregon Street	1927 / 1940, 1947, 1995
Building 34	139 E. Oregon Street	1927 / 1940, 1947
Building 35	139 E. Oregon Street	1927 / 1940, 1946
Building 20	221 E. Oregon Street	1948 / 2014

Statement of Significance

The East Oregon and South Barclay Industrial Historic district is significant at the local level under Criterion C in the area of Architecture as a distinct group of industrial buildings that uniquely represent the *industrial loft* building types and the evolution of industrial architectural style spanning the late 19th and early 20th centuries while also representing the work of prominent architects. The period of significance is between 1900 and 1948, the years during which the buildings were constructed.

The Historic District consists of eight industrial and manufacturing buildings that are visually distinct, architecturally significant and having high integrity (*see Figure 1*); all eight buildings are contributing to the district. A number of these buildings are architecturally cohesive since they were designed by the same architect in the same year and for the same company. The district is a unique representation of various industrial architectural styles prevalent in the respective decades in which they were built, and one can trace the evolution of architecture, engineering, and industry through these eight buildings. The buildings' construction varies, from representing the load-bearing masonry framed lofts of the late 1890s that display a classic three part division of the Chicago Commercial Style (emulating the base, shaft and embellished capital of a classical column); to the concrete skeletal-framed building adorned with inverted chevron motifs; to the modern, international style reinforced concrete structure with continuous ribbon windows, lacking any historical reference.

Three of the eight buildings were built around 1900, four were built in the 1920s, and one was built in the 1940s. The four buildings built in the 1920s (Buildings 11, 33, 34, 35. *See Figure 1*) were designed by Kirchhoff and Rose, a prominent Milwaukee-based architecture firm that designed a number of iconic buildings in Milwaukee, many of which are still standing today and listed on the National Register of Historic Places (NRHP). The building from the 1940s (Building 20, *see Figure 1*) was designed by R.A. Messmer and Bros., another prominent Milwaukee-based architectural firm of repute. The buildings display the evolution of industrial design ranging from the 1890s to the 1940s, starting with the middle textile mill industrial lofts, to the later reinforced concrete daylight loft, and finally the international style of factory building.

Historical Context

Brief History of the City of Milwaukee

The City of Milwaukee was built upon the marshes that existed at the confluence of the Milwaukee, Menomonee, and Kinnickinnic rivers before they flow into Lake Michigan. The land was originally populated by Native American tribes such as the Potawatomi, Menominee and Ojibwa. Following the Blackhawk War of 1832, the land was forcibly taken from the Native Americans and later claimed by Solomon Juneau, Byron Kilbourn and George Walker, three men largely considered to be the founding

fathers of Milwaukee. The city was geographically divided into three east, west and south sections by the rivers. Solomon Juneau claimed the east side (Juneautown), Byron Kilbourn the west (Kilbourntown), and George Walker the south (Walker's Point). In an effort to develop and sell real estate, they each platted their respective sections into lots and encouraged the settling of a new labor force, mostly European-American immigrants, into the area. The desire to develop their respective sections led to many years of disagreements and fighting between the three founders. This tension resulted in the intentional misalignment of the streets laid out by Byron Kilbourn on the west side of the Milwaukee River with the streets built by Solomon Juneau on the east. When bridges were built to connect the east and west sides of the river, they had to cross at an angle, leading to mistrust, anger and violence between the citizens.[13] This culminated in the famous "bridge wars" of 1845, where residents on the east bank destroyed bridges connecting to Kilbourntown to the west. Today the bridges still cross the river at angles in order to properly connect the streets on either side of the river. The three sections were incorporated as the City of Milwaukee in 1846. A harbor was added where the rivers empty into Lake Michigan, connecting Milwaukee to a water-based transportation network, stimulating the industrial and commercial growth of the city.

In the 1850s Milwaukee was a regional center for the agricultural production of wheat and related industry. In 1862, the city was the largest shipper of wheat in the United States, serving as the primary point of exchange for farm products headed east.[14] Subsidiary businesses arising out of the agricultural industry included the processing of grains, meat and leather. In the following decades, the agriculture and artisanal industry gave way to factories that produced standardized goods. This industrial growth was aided by an expanding urban market, a steady stream of immigrant labor, and easy access to materials and customers through an ever-improving transportation system. Milwaukee's transformation to a manufacturing economy was completed in the last half of the nineteenth century; around 1881, Milwaukee adopted the title "workingmen's city" and claimed the status of "the city that works." Statistics confirmed the relative strength of its manufacturing sector in 1910 when, although ranked twelfth in population, it ranked third among American cities based on the proportion of its workforce in industry with only Buffalo and Detroit with a higher portion of manufacturing employees.[15] Major manufacturing companies in Milwaukee included several breweries such as Pabst, Miller and Schlitz that commanded a national market. Other big manufacturing companies included Briggs and Stratton, Harley-Davidson and Allis-Chalmers, among many others. According to the *Commercial Industry of*

[13] Gurda.
[14] Gurda, John. *The Menomonee Valley: A Historical Overview*. p.4.
[15] Kenny, Judith. *Picturing Milwaukee's Neighborhoods*. University Of Wisconsin, Milwaukee. Retrieved from http://collections.lib.uwm.edu/cdm/picture/collection/mkenh

the City of Milwaukee, the products of Milwaukee manufacturers, "in effective economy, beauty of design, and perfection of workmanship, cannot be surpassed."[16]

Railroad construction in Milwaukee began in the 1850s and grew rapidly. By the late 1800s, the Chicago, Milwaukee and St. Paul Railway companies had lines in every direction, connecting various parts of the state and country including Michigan and Iowa. During the year 1881 they opened 340 miles of new railroad, greatly aiding the flow of goods from the manufacturing industry. [17] By 1886, the railways comprised of nearly 4,800 miles of fully equipped railway.[18]

The population of the city also grew rapidly; in 1840, Milwaukee had a population of 1,712, and by 1885 it grew almost tenfold to 158,509. Between 1870 and 1880 the population increased by 60% while the number engaged in manufacturing increased 150%, comparable to the great industrial cities such as Buffalo, Louisville, Detroit and Cleveland.[19] As the manufacturing industry grew, so did the number of those employed, increasing the need for housing and giving rise to a variety of industrial neighborhoods. One such neighborhood was Walker's Point on the south side of the river.

From its earliest days, Milwaukee was a major industrial and manufacturing center in the Midwest as a result of its location on Lake Michigan, its lake piers, harbors, and extensive railroad networks. The city was well positioned for growth in industry due to its transportation network, access to natural resources and available labor. In the late 1800s, manufacturing became the main industry in Milwaukee, with the manufacturing industry turning out an unmatched variety of steam engines, agricultural machinery, electrical equipment, mining shovels, and automobile frames.[20] Although the industrial and manufacturing roots of the city were well established, they were significantly strengthened and spurred by World War I (1914-1918) and all the industry that was required to sustain it. This boom continued even after the War when Milwaukee's manufacturing output rose to $700 million in 1929, an increase of 22% in one decade.[21] Old industries such as beer and tanneries faded out and new products and industries filled that vacuum. In 1920s Milwaukee became a center of the automotive industry with companies such as A.O. Smith that manufactured car frames. As new industries emerged, the urban manufacturing landscape of the city reflected this great evolution through its industrial type buildings.

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[16] *Commercial Industries of the City of Milwaukee, Wisconsin: Book of General Information Containing Statistics of the Grain, Mercantile and Manufacturing Interest of the City, together with a review of the principal Industries.* Milwaukee, Wis.: Riverside Printing Company, 1882, p. 9.
[17] Ibid, p. 13.
[18] *Industrial History of Milwaukee: The Commercial, Manufacturing and Railway Metropolis of the North-West.* Milwaukee: E.E. Barton, 1886, p. 33.
[19] Ibid, p. 36.
[20] Gurda, John. *The Making of Milwaukee*. Milwaukee, Wisconsin: Milwaukee County Historical Society, 2008, p. 243.
[21] Ibid, pp. 240-241.

Brief History of Walker's Point

Walker's Point, where the subject Historic District is located, is a neighborhood with a rich history. It is named after George Walker, considered to be one of the founding fathers of Milwaukee. He arrived here in 1833 from Virginia, settled on the south side of the Menomonee River and there erected the first log house on that side of the river; he was 23 years of age. The area was highly advantageous being at the point where the Milwaukee River opened into Lake Michigan. The area developed in tandem with the two rival villages of Kilbourntown and Juneautown. However, due to conflicts with people who also laid claim to the same land on the south side, Walker's Point developed more slowly compared to the other two villages.[22]

Walker was elected Mayor of Milwaukee in 1851 and 1853. He was an enterprising man and it was through his active work in the city that the building of the Milwaukee and Mississippi Railroad (of which he was a onetime president) was pioneered. He is also credited with building the first street car railway in Milwaukee, which opened in May of 1860 at a considerable loss.[23] Even so, this laid the foundation for an extensive street car network connecting various neighborhoods of Milwaukee and that remained in operation until 1958.

The Walker's Point neighborhood reflects the industrial and manufacturing evolution of Milwaukee. In the late 1800s, the Edward P. Allis Company, one of the country's leading manufacturers of flour mill equipment and machinery, set up shop in Walker's Point. As the company made strides in innovations and expanded, a large number of tinkerers set up shop in Walker's Point hoping to achieve the same success. At the turn of the century, Walker's Point functioned as Milwaukee's industrial incubator, a place brimming with new ideas and talent.[24] It is within this historical context that one can see the establishment of a large number of industrial, manufacturing buildings in the neighborhood, including the buildings of the Historic District. The industrial roots of Walker's Point are still evident in the immediate vicinity of the district where the railroads, the industrial harbor and a number of old industrial, manufacturing and warehouse buildings still remain as reminders of Milwaukee's industrial revolution (*photos 0022, 0023*).

Brief History of the American Paint Industry

The last manufacturing company to occupy the buildings of the Historic District was the Pittsburgh Plate Glass Company. This company used all eight of these buildings as well as many others in the neighborhood, some extant while others have been demolished. Given the history of this company in

[22] "Milwaukee: Take of Three Cities," *The Making of Milwaukee Stories.*
[23] Bruce, William George. *History of Milwaukee City and County, Volume 1.* Chicago, IL- Milwaukee, WI: The S.J. Clarke Publishing Company, 1922, p. 102.
[24] Gurda, p. 165.

these buildings and the fact that it was responsible for the construction of most of these buildings, a brief contextual history of the company follows.

Pittsburgh Plate Glass (PPG) was an important player in the evolution of the paint industry in the United States. The paint and coating industry was a small part of the American economy in the mid-1800s. The desire for paint was relatively small and American supplies were largely dependent on foreign imports.[25] The Industrial Revolution created new markets for paints and coatings. Mechanization brought on the advent of numerous products in need of paint, while simultaneously creating the factories necessary for large scale paint production. Numerous small paint manufacturers prospered in the respective markets in the late 1800s, but soon after the turn of the century several key players began to emerge in the paint industry. Larger companies such as Glidden, Sherwin-Williams, Du Pont, Valspar and Pittsburgh Plate Glass began acquiring small paint factories and other companies within complimentary industries.[26]

After the turn of the 19th century, industrial research laboratories became a common part of the paint industry. Research laboratories were necessary in order to discover potential technologies and yield new innovations. In 1927, the *Bulletin of the National Research Council* listed 115 companies which conducted some sort of paint research.[27] Competition was especially prevalent in the post WWI paint industry, with growing need for innovation. By 1940, the number of research labs diminished to 64, but the concentration, competition and specialization of these labs focused primary on the advancement of paint, lacquer, enamel and varnishes.[28] Within these paint factories, the responsibility of the chemist evolved from a job of analysis to one of experimentation in search of new technologies.[29] These advancements specially impacted the automotive industry. Henry Ford is quoted as saying "Any customer can have a car painted any color that he wants so long as it is black."[30] This changed as a result of the advancement that sprung from the work of the paint research laboratories, with discoveries in pigment and coating technologies, specifically lacquers and enamels, which allowed for a plethora of colors in high quality finishes. Lacquer revolutionized the finish quality of automobiles, with its ability to be sprayed on and to dry quickly.[31] The large, centralized paint companies all sought out a piece of the automotive market, with lacquers and enamels emerging as the

[25] Ibid, p.6.
[26] Bulletin of the National Research Council. *Transactions of the American Geophysical Union Eight Annual Meeting*. No. 61, July, 1927.
[27] Ibid.
[28] Bulletin of the National Research Council. *Industrial Research Laboratories of the United States Including Consulting Research Laboratories*. No. 104, December, 1940.
[29] "New Things, New Ways—That's Goal of Research," *The Milwaukee Journal,* 10 January, 1931.
[30] Ford, Henry. *My Life and Work.* Garden City, N.Y.: Doubleday, Page & Co., 1922.
[31] "Match Colors by Machine: Local Paint Plant Tests Products in Man Made Storm," *The Milwaukee Journal*, 3 August, 1929.

products of choice. Superior between the two seems to be lacquer as seen from numerous ads from the period, showing lacquer to be the preference of automotive painters and mechanics.[32] Of the large companies competing in the automotive paint industry, and in lacquer products specifically, two appear to have cornered the market: Du Pont and PPG. Numerous ads and publications reference Duco and Mimax, the respective automotive lacquers of each company, and they are often seen specified as comparable and competitive products.[33] Both products were trademarked in 1924, thus highlighting the competitive nature of the market.

Pittsburgh Plate Glass Company's Acquisition of Patton Paint

By the early 1900s, the Patton Paint Company had established itself as a reputable manufacturer of paints both locally and through their subsidiary branch in Newark, NJ. Recognizing their achievements, Pittsburgh Plate Glass acquired the company in order to become a competitor in the paint business. Because paints and brushes were distributed to the customers through the same channels as glass, this was a logical merger for the two big companies.[34]

Pittsburgh Plate Glass was founded in 1883 by Captain John B. Ford and John Pitcairn in Creighton, PA. The company headquarters soon moved to Pittsburgh. Prior to the successes of PPG, most of the glass supplied to the United States came from Europe. Using the plate process, PPG became the first commercially successful producer of thick flat glass, and by the end of the 19th Century PPG was selling more than 20 million square feet of plate glass annually.[35] Around 1900, PPG wanted to grow their product line and began acquiring a number of subsidiary companies including, but not limited to, Pitcairn Varnish Company, Corona Chemical Company, and Red Wing Linseed Oil Company. In 1901, PPG entered the paint industry by becoming major distributors of Patton Paint Company products. By 1918, PPG acquired the controlling interest of Patton Paint located in Milwaukee, Wisconsin, and in 1920 the subsidiary companies merged to become divisions of PPG.[36]

Patton Paint Company traces its roots to the mid-nineteenth century. It was established in Milwaukee by James E. Patton and two others under the name Beardsley, Patton & Williams on Spring Street

[32] Advertisement for "Narberth Garage," *Our Town*. Vol. XIV, No. 45, 10 August 1928, p. 4; Advertisement for "Spaulding Duco Refinishing Station" and "W.C. Hotchkiss Mimax Automobile Finishes," *News of the Business World*, p. 11.
[33] Ibid.
[34] PPG Industries. n.d. Company History.
[35] Ibid.
[36] Heckel, George B. *The Paint Industry: Reminiscences and Comments.* American Paint Journal Company, 1931, p. 92.; "Growth of the Pittsburgh Plate Glass Co.," *Paint, Oil and Chemical Review*. Trade Review Company. Vol. 71, 1921, pp. 12-14.

(current-day Wisconsin Avenue) as a manufacturer of palm oil.[37] From this location the business moved to Buffalo Street in the city's wholesale and manufacturing district. After the "Great Fire of 1892" which destroyed most of the buildings in this area, Patton procured land in Walker's Point (current location), including one of the few surviving structures, a former foundry, which the company converted into a paint factory. In 1891, the firm incorporated as James E. Patton & Co. when James's sons became part of the family business. At this time, James E. Patton Jr. became vice-president of the company, with his brother Ludington becoming the secretary-treasurer. In 1900, the company rebranded itself the Patton Paint Company. By this point, it had established itself as a one of the leading companies in the paint industry.[38] It was claimed that the Patton Paint plant by 1910 was, "the largest prepared paint business in the world."[39] In addition to their Milwaukee factory, Patton Paint also opened an operation in Newark, NJ to enter the east coast market.[40]

The success of Patton Paint Company made it an attractive prospective acquisition for Pittsburgh Plate Glass. As stated earlier, paints and brushes were distributed to the customers through the same channels as glass so this was a logical merger for the two big companies.[41]

Pittsburgh Plate Glass Company Expansion

Post World War I marked a time in the United States when all the major paint manufacturers were prioritizing their paint research facilities. Paul R. Croll, research director of PPG's Paint and Varnish Division, stated in 1931 that, "the manufacturer in this industry today who operates without adequate chemical research soon finds his process obsolete, or his product displaced by more modern chemical contributions of greater value to the customer."[42] PPG set out to update their paint manufacturing and research facilities beginning in the early 1920s. Architects Kirchhoff and Rose went on to build PPG's Dry Color and Corona Chemical building (Building 11) in 1924. *The Chemical Bulletin* of May 1924 recounted the commencement of the building's erection, and goes on to state that, "the plant will be the cleanest and most healthful of its kind in the world. By radical departures from present practice many economies in manufacture are anticipated."[43] The paint plant was set up to be extremely efficient, with raw materials being gathered on the building's top floor and carried through the various processes from

[37] "Century Old Paint Business Recalled for Plant Program," *The Milwaukee Journal*, 15 September, 1955; *Erving, Burdick & Co.'s Milwaukee City Directory*. Milwaukee: King, Jermain & Co., 1857, p. VI.
[38] "Century Old Paint Business Recalled for Plant Program," *The Milwaukee Journal*, 15 September, 1955.
[39] Milwaukee Press Club, Ed. *Commercial History of Wisconsin*. Milwaukee: Thompson H. Adams, 1910, p. 118.
[40] "Immense Paint Plant: Largest Paint Factory in the World Being Built at Newark, N.J.," *Kentucky New Era*, 25 August, 1902.; The Milwaukee Press Club, Ed. *Commercial History of Wisconsin*. Milwaukee: Thompson H. Adams, 1910, p 118.
[41] PPG Industries. n.d. Company History.
[42] "Researchers to Improve Paints and Varnishes," *The Pittsburgh Press*, 22 February, 1931.
[43] "The Milwaukee Section," *The Chemical Bulletin*. May, 1924.

one floor to another until the finished product was packaged and sent out on railcars.[44] The cost of this building was $500,000.[45] Additionally, Kirchhoff and Rose designed three more buildings for PPG in 1927, the Mimax Lacquer plant (Building 35), product storage (Building 34) and acetate tanks (Building 35). These three buildings combined facilitated the mass production of Mimax Lacquer, one of the most important products to come out of the PPG's paint research in the late 1920s.

In 1935, Kirchhoff and Rose went on to design an addition (Building 19A) to connect two earlier Patton Paint buildings (Buildings 19 and 17) to use as a material warehouse, and in 1948, R.A. Messmer and Bros. designed Building 20 as a new paint manufacturing and storage building. PPG remained in Milwaukee until the 1970s when it relocated to Oak Creek, Wisconsin.

Architectural Significance: Evolution of Industrial Building Types

Textile Mill Loft

Building 17 (W.R. Franzen), Building 18 and Building 19 (International Harvester)
(*See Figure 1 and Photos 0013, 0014, 0015, 0016, 0017, 0019, 0024*)

Building 19 (International Harvester), originally built between 1894 and 1910,[46] is a five-story tall load-bearing, brick masonry structure known as a Textile Mill Loft building type. The first story is taller compared to the floors above and displays a simple, unadorned, efficient loading dock function. Although the building is monolithic, the front façade along East Oregon Street is visually divided into bays on the upper stories by the arrangement of windows and brick decorative elements around the windows. Above the window head is a simple rectangular motif carved into the brick. Punched window openings contain double hung windows with stone sills. This façade is clearly divided into a classic three part composition of a base, middle and top defined by two horizontal decorative brick corbelled banding with dentil molding at the front façade. The brick parapet is the most decorative feature of the building with very finely detailed brick pattern and corbelling. The front façade is the most decorative due to its presence on East Oregon Street (*photos 0013, 0014*). The brick is painted white visually separating the main façade from the sides. The other facades are simple, with punched window openings regularly spaced within the brick façade and lack any decorative features signifying the secondary, and purely functional, facades that face the alleyways (*photo 0015*). The front façade has double hung windows and the side facades have steel sash, operable windows in a 4/5 pattern.

[44] "Laboratory Important at Pittsburgh Glass Co. Plant," *The Milwaukee Sentinel*, 29 December, 1929.
[45] "The Milwaukee Section," *The Chemical Bulletin*. May, 1924.
[46] Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1894, 1910.

Building 17 (W.R. Franzen) was originally built between 1894 and 1910.[47] It was owned by the W.R. Franzen Paper Company, dealers in scrap paper. The building was used for baling and storage of scrap paper. The *Young and Co. Business and Retail Directory of Central Michigan* lists the company as, "the largest and best of their kind in the industry."[48] It is nearly exactly the same in construction and style to the International Harvester Building, except that it faces Florida Street. The main façade along East Florida Street displays the same level of detailing, color, height, three part composition, window geometry and secondary facades so as to create a presence on the street. One difference is the presence of a door and window opening on the first level as opposed to the loading dock openings on Building 19. This is possibly because the façade along East Florida Street was more "public," and Sanborn insurance maps from the 1910 show an office along this façade. The other facades are simple, with punched window openings regularly spaced within the brick façade and lack any decorative features signifying the secondary and purely functional faces that border the alleyways (*photos 0016, 0017*). The front façade has double hung windows and the side facades have double hung windows divided with muntins in a 2/2 pattern. Painted company ghost signage is evident at the top of the building on the east façade. This building was acquired by the Patton Paint Company and later renovated by PPG for their material warehouse use in 1935 by Kirchhoff and Rose.

Industrial Loft

Buildings 11, 33, 34 and 35
(See Figure 1 and Photos 0001, 0002, 0003, 0004, 0005, 0006, 0007, 0008, 0009, 0010, 0011, 0012)

The earlier part of the 20th century saw a new development in building construction—reinforced concrete construction. Industrial lofts were among the first buildings to use reinforced concrete.[49] Due to its fireproof nature and its ability to carry loads, create larger spans between columns, and control vibrations, reinforced concrete was very suitable for factory construction. Ernest L. Ransome, architect and innovator of reinforced concrete construction, is believed to have introduced the skeletal form of the factory building with its grid like exterior walls and brick panel walls with large windows.[50] One of the foremost industrial architects in his day, Albert Kahn, sometimes referred to as the "builder of Detroit,"[51] popularized the use of reinforced concrete starting with the Packard Building No. 10 in

[47] Date based on the inclusion of the building on the 1910 Sanborn Map but not on the 1894 Sanborn Map. *Sanborn Fire Insurance Map of Milwaukee, Wis.*, 1894, 1910.
[48] *Young & Co.'s Business and Professional Directory of Central Michigan*. Milwaukee, WI: Standard Printing and Stationery Co., 1902, p.3.
[49] Bradley, p. 155.
[50] Ibid, p. 157.
[51] Matuz, Roger. *Albert Kahn, Builder of Detroit*. Detroit: Wayne State University Press, 2002.

1903.[52] The typology and architectural language seen in Buildings 11, 33, 34, and 35 can be clearly traced to these roots—a concrete frame clearly expressed in a checkerboard pattern, large expanses of glazed openings allowing daylight into the floor, brick panel infill walls, and stair tower. In these buildings one can also see the evolution of the industrial loft from its textile mill masonry construction origins, to this updated, skeletal version. These buildings are also sometimes referred to as "*daylight buildings"* due to the large expanses of glazing.

These four contributing buildings designed by Kirchhoff and Rose were built between 1924 and 1927 and are examples of *reinforced concrete industrial loft* style or *daylight buildings*. All four of the buildings have a similar structural system and architectural language—reinforced concrete walls, columns and floors, concrete piers, brick infill walls, and inverted chevron detailing at the cornices and parapets. Building 11 is a five-story structure with a basement and a masonry mechanical penthouse (*Photo 0001*). Buildings 33 and 34 are three-stories (*photos 0002, 0004, 0005*), and Building 35 (*photo 0003*) is a one-story tank storage structure. The construction and function is clearly articulated in the aesthetic style; not much ornamentation is seen on these buildings.

The buildings are divided into even bays by concrete pilasters that span from the first floor to the roof. These pilasters lend a vertical feel to the façade and break the length of the building into smaller sections. These bays are horizontally subdivided by the concrete floors and beams, clearly expressed as a secondary structural system. These subdivisions create a grid like structural frame and infill aesthetic. Each section consists of large window openings with a stone sill with a brick wall below the sill. The concrete structure is painted and the brick is exposed red brick, creating a contrast between structure and infill and clearly expressing these primary and secondary systems (*photo 0006*). At the top of each concrete pilaster is an inverted chevron motif. A concrete parapet is also seen and the top of the parapet is finished with a corbelled band. The chevron motif and the corbelled parapet are the only signs of ornamentation on an otherwise utilitarian building (*photo 0007*).

The west façade of Building 33 is a departure from all the other facades. While the structural system is clearly expressed similar to the other facades, the pilasters and the beams have been faced with brick, creating a much more monolithic and homogenous character (*photo 0008*).

The corner of S. Barclay and E. Oregon streets is a prominent intersection; therefore, Building 11 and 33 have a slightly higher level of detail and ornamentation. Each of the two corner bays are further subdivided into smaller vertical sections in a tripartite division by narrow concrete columns, thus creating smaller window divisions. The top of the narrow columns also has an inverted chevron motif. In the center of each brick panel, below the sill, is a diamond shaped medallion of a contrasting color.

[52] Jevremovic, Ljiljana, Milanka Vasic and Marina Jordanovic. "Aesthetics of Industrial Architecture in the Context of Industrial Buildings Conversion." *PhIDAC IV International Symposium for Students of Doctoral Studies in the Fields of Civil Engineering, Architecture and Environmental Protection*, 2012, p. 82.

The large chevron motif at the bays is more decorative, and the parapet is higher than the rest of the building and made of brick as opposed to the adjacent concrete. A large diamond medallion adorns the high brick parapet. Due to all these features, the corner bays create a more emphatic street presence (*photo 0007*).

Building 35 was first constructed as an acetate tank storage building. It is a one-story, square building with a small footprint. The tank storage use generated the need for a tall volume. Although in terms of size and volume this building is a lot smaller than the other three, it is designed in the same functional style with a concrete column structure with exposed red brick infill. There are no window openings on the building in keeping with its tank storage function. Similar to the other three buildings is the inverted chevron motif and the corbelled parapet providing ornamentation and an architectural continuity between the buildings. Due to the lack of windows, the expansive brick infills have been alleviated by a decorative, rectangular brink band around the perimeter of each infill panel (*photos 0003, 0011*). A similar treatment of brick infill panels can be seen on the north façade of Building 33 (*photo 0012*).

Building 19A, the Addition to Building 19
(*See Figure 1 and Photos 0016, 0017, 0019*)

The connector building is an example of *reinforced concrete industrial loft* style or *daylight building.* As such, the building is made of reinforced concrete walls, columns and floors, concrete piers and brick infill walls.

Building 19A is interesting because, although it is constructed as a reinforced concrete loft, it intentionally presents itself as an early textile mill loft since it is tucked between two early textile mill loft style buildings. The east facade clearly expresses the grid work of a reinforced concrete column and beam structural system with brick wall infill. In its structural system and expression of it, it matches Buildings 11, 33 and 34. On the east side, beam extensions can also be seen extending beyond the face of the brick wall similar to Building 11. The beam extensions underline the functional quality of the reinforced concrete loft. However, the daylight openings are not maximized, and instead emulate the geometry of the adjacent masonry load-bearing building, probably in an effort to provide visual continuity and unify the three buildings. On the west facade, the building follows cues from the adjacent Building 19 and seamlessly continues the geometry of the window openings to match. The terracotta painted brick and concrete on the entire façade visually connect the buildings to each other, creating a unified façade that presents as one consolidated building even though the buildings are constructed in different time periods and styles (*photos 0016, 0017, 0019*). Windows on each facade are steel sash, operable windows in a 4/5 pattern.

International Style Industrial Loft

Building 20
(*See Figure 1 and Photos 0020, 0021*)

Building 20 was built in 1948 as a paint manufacturing and storage building for PPG by R.A. Messmer and Bros. The building celebrates the industrialism and machine aesthetic of the 1940s which celebrates a break from traditional buildings and is an example of the *International Style industrial loft*. These buildings are characterized by a lack of any historical references or allusions, where building ornamentation was intentionally ruled out in favor of rationality. Repeating bays that were earlier used to articulate the façade were eliminated. Parapets that helped in defining the classic base, shaft and capital of the building were removed in order to suggest potential growth and expansion of the building. New developments and approaches in the field of architecture and engineering allowed architects to design simple and efficient buildings based on a new aesthetic of geometry, honesty of materials and construction. Industrial architecture showed a simplicity that was expressed on the exterior by undecorated flat surfaces. Ribbon windows without corner supports helped in creating a horizontal feeling, a key feature of this style. Artificial symmetry was avoided in favor of balance and regularity, as was the tripartite expression of the Chicago School.[53] Many of the design features that are seen in this building can be traced directly to Le Corbusier's Five Points of Architecture, namely, a reinforced concrete column grid, open floor plan without supporting walls, separation of the façade from the structure, and horizontal windows. Le Corbusier's essays advocating these concepts are outlined in his book *Vers une Architecture*, one of the seminal treatises of modern architecture. The architectural historian Reyner Banham once claimed that its influence was unquestionably, "beyond that of any other architectural work published in this [20th] century to date."[54]

Architects

Kirchhoff and Rose

The architecture firm of Kirchhoff and Rose was a partnership between Charles Kirchhoff, Jr. and Thomas L. Rose founded in 1894. Charles Kirchhoff, Jr. was a native of Milwaukee who acquired his architectural training in the office of Henry Messmer. Kirchhoff worked in Messmer's office from 1868 until 1885. His early independent commissions were primarily small hotels, commercial blocks, and brewery buildings for Miller and Schlitz Brewing companies.

[53] Poppeliers, John. C. *What Style is it: A Guide to American Architecture*. Hoboken, New Jersey: John Wiley & Sons, Inc., 2003, p. 128.
[54] Banham, Reyner. *Theory and Design in the First Machine Age*. Cambridge, MA: The MIT Press, 2 Edition, 1980, p. 246.

Thomas L. Rose was born in New York City and studied architecture in Chicago under James J. Egan, then one of Chicago's leading architects. He eventually led that office until he moved to Milwaukee to join forces with Kirchhoff. Some of Kirchhoff and Rose's most important buildings would be designed for the Uihlein family, owners of the Schlitz Brewery, most notably the Palm Garden Schlitz Hotel (demolished) and the Second Ward Savings Bank.[55] After Charles's death in 1915, his son Rodger took his father's place in the firm until the death of Rose in 1935.[56] Their work encompassed a plethora of types and styles over the years. During Rodger's time in the firm, many of the company's commissions were for theaters. While several were built in the city of Milwaukee, their specialty in theater design brought them commissions for the Palace Theater in New York and the Orpheum (Hennepin) Theatre in Minneapolis.[57] Locally, one of the best known works in theater design for the firm is the Riverside Theater within the Empire Building.

R.A. Messmer and Bros.

R.A. Messmer and Bros. was an architecture firm headed by Robert A. Messmer. The company was a continuation of the firm H. Messmer and Son, established by Robert's father Henry Messmer. The elder Messmer was a prominent architect in Milwaukee. He was born in Switzerland in 1839, and he studied architecture at Zurich University. Before moving to Milwaukee in 1866 he worked in Switzerland, Los Angeles, and Madison, and established his own firm in Milwaukee in 1873. He built an excellent reputation and was noted for his designs on a number of large brewery buildings, warehouses, and malting plants in addition to a few churches and literally hundreds of residences and commercial buildings.[58] Notable buildings include the limestone-clad Gothic Revival Style St. Mary's R. C. Church (ca.431 N. Johnson St. Port Washington, WI), completed in 1884, listed in the NRHP in 1977, one of the city's most visible and cherished landmarks since it was built.[59] A number of his buildings are listed in the National Register of Historic Places. After his death in 1899, his sons Robert and John continued the legacy of the firm under the name R.A. Messmer and Bros., who specialized in hospitals, high schools and other public buildings.[60] One of their best known buildings is the Muirdale Tuberculosis Sanatorium in Wauwatosa, WI. Departing from the typical cottage-style previously seen in tuberculosis facility design, their design featured a three story main hospital and served as a model for future sanatorium facilities.[61]

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[55] Gregory, John G. *History of Milwaukee, Wisconsin*. Chicago-Milwaukee: S.J. Clarke Publishing Co., 1931, p. 233; *Kirchhoff and Rose Architecture Book.*
[56] Gregory, p. 501.
[57] "Piecing the Riverside Together," *The Milwaukee Journal*, 14 October, 1984.
[58] Currey, Josiah Seymour. *History of Milwaukee, City and County, Vol. 3*. Milwaukee, WI: S.J. Clarke Publishing Co., 1922, p. 817.
[59] "St. Mary's Church, Port Washington, Wis.: 1853-1978," *Port Washington Star*, 1 April, 1882.
[60] Currey, p. 817.
[61] *Muirdale Sanitorium.*

Conclusion

The East Oregon and South Barclay Industrial Historic District is locally significant under Criterion C in the area of Architecture as a fine, intact collection of eight industrial loft buildings having excellent integrity and representing the evolution of industrial architectural forms and styles spanning the late 19th and early 20th Centuries, several of which were built by prominent local architects. Through their stylistic variation, one can trace through them the evolution of architecture, engineering, and industry in Milwaukee. Most of these buildings were designed by the firms of Kirchhoff and Rose and R.A. Messmer and Bros., both architectural firms of repute in the City of Milwaukee. Numerous iconic Milwaukee buildings, which currently still stand, can be credited to these firms and are listed on the NRHP.

The decline of heavy industries and the relocation of manufacturing centers to the suburbs has left many industrial areas in the city vacant and derelict, allowing many buildings to be destroyed for new construction or simply to lay vacant. The Historic District is a critical component to honoring the industrial heritage of Milwaukee. The fine collection of extant buildings in the Historic District represents the golden age of manufacturing in Milwaukee and contribute to the industrial history of Milwaukee through their association with the Pittsburgh Plate Glass Company and others that preceded it.

Preservation Activity

The City of Milwaukee has had a historic preservation ordinance, commission, and staff for about 35 years. Preservation activity in the proposed East Oregon and South Barclay Industrial Historic has been limited to individual efforts on the part of the property owners. Currently, the owners of Buildings 11, 33, 34 and 35, all of which are contributing buildings in the proposed Historic District, are planning to apply to the Federal Historic Preservation Tax Credit program, prompting the nomination of this district to the National Register of Historic Places.

Archaeological Potential

No archaeological remains have been discovered to date in the proposed Historic District. Since the area was first inhabited by the Native American tribes such as Potawatomi, Menominee and Ojibwa, and later by European Americans, the presence of historical remains is a possibility. However, a large amount of construction and redevelopment has taken place in the Walker’s Point neighborhood and the City of Milwaukee since the 1860s. Due to the amount of construction and construction related activity associated with the development any such remains would have been disturbed and, more likely, destroyed. There are no recorded archaeological sites in the district and the presence of any archaeological remains is unassessed.

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Verbal Boundary Description:

Beginning at the northwest corner of the 300 South Barclay Street parcel following back of sidewalk and continuing east to a point five feet from the east wall of building number 20, turning south and following a straight line to a point five feet from the south wall of building number 20, turning west and following the line of the back of building number 20 to a point that is the east parcel line for building number 19, turning south and following parcel line to a point five feet south of the southeast corner of building number 18, turning west and following a line to the point at the southwest corner of the parcel, turning north to a point five feet from the southeast corner of building number 11, turning west to a point at the back of sidewalk at the southeast corner of building number 34, turning south to the southeast corner of the parcel at the back of sidewalk along East Florida Street, turning west and continuing to the southwest corner of the parcel, turning northwest following a line to a point five feet from the southwest corner of building number 34, turning north and following a straight line to the back of sidewalk at East Oregon Street, turning east along the back of sidewalk following a straight line to back of east sidewalk on South Barclay Street, then turning north following back of sidewalk to point of origin.

Boundary Justification:
The boundary of the proposed East Oregon and South Barclay Industrial Historic District is drawn to include the eight buildings that contribute to the Historic District. Boundary lines generally follow property lines and exclude vacant portions of the parcels. The result is a tight district boundary with as little extraneous acreage as possible.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Photos:

East Oregon and South Barclay Industrial Historic District
City of Milwaukee, Milwaukee County, Wisconsin
Photos by Vaishali Wagh, May 2014.
Location of Original Digital Files: Wisconsin Historical Society, Division of Historic Preservation
816 State St.
Madison, WI 53706

Photo 1 of 24:
View of Building 11, 300 S. Barclay St., looking southeast

Photo 2 of 24:
View of Building 33 and 34, 139 E. Oregon St., looking southwest

Photo 3 of 24:
View of Building 35, 139 E. Oregon St., looking northwest

Photo 4 of 24:
View of Building 34, 139 E. Oregon St., looking northwest

Photo 5 of 24:
View of Building 34, 139 E. Oregon St., looking west

Photo 6 of 24:
View of Building 11, 300 S. Barclay St., looking east

Photo 7 of 24:
View of Building 33, 139 E. Oregon St., looking west

Photo 8 of 24:
View of Building 33, 139 E. Oregon St., looking east

Photo 9 of 24:
View of Building 11 and 33, 300 S. Barclay St. and 139 E. Oregon St., looking south

Photo 10 of 24:
View of Building 11, 33, 34, and 35, 300 S. Barclay St. and 139 E. Oregon St., looking north

Photo 11 of 24:
View of Building 35, 139 E. Oregon St., looking northwest

Photo 12 of 24:
View of Building 11 and 33, 300 S. Barclay St. and 139 E. Oregon St., looking east

Photo 13 of 24:
View of Building 19, 214 E. Florida St., looking south

Photo 14 of 24:
View of Building 19, 214 E. Florida St., looking south

Photo 15 of 24:
View of Building 11 and 19, 300 S. Barclay St. and 214 E. Florida St., looking south

Photo 16 of 24:
View of Building 19, 214 E. Florida St., looking east

Photo 17 of 24:
View of Building 18 and 19 214 E. Florida St., looking northwest

Photo 18 of 24:
View of Building 11, 19 and 20, 300 S. Barclay St., 214 E. Florida St., and 221 E. Oregon St. looking southeast

Photo 19 of 24:
View of Building 11 and 17, 300 S. Barclay St. and 214 E. Florida St., looking north

Photo 20 of 24:
View of Building 20, 221 E. Oregon St., looking northwest

Photo 21 of 24:
View of Building 20, 221 E. Oregon St., looking west

Photo 22 of 24:
View of industrial neighborhood, looking northeast

Photo 23 of 24 :
View of industrial neighborhood, looking southeast

Photo 24 of 24 :
View of Building 17 and 18, looking north

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Figure 1 of 2:

Site map: Map showing proposed East Oregon and South Barclay Industrial Historic District boundary and contributing buildings.

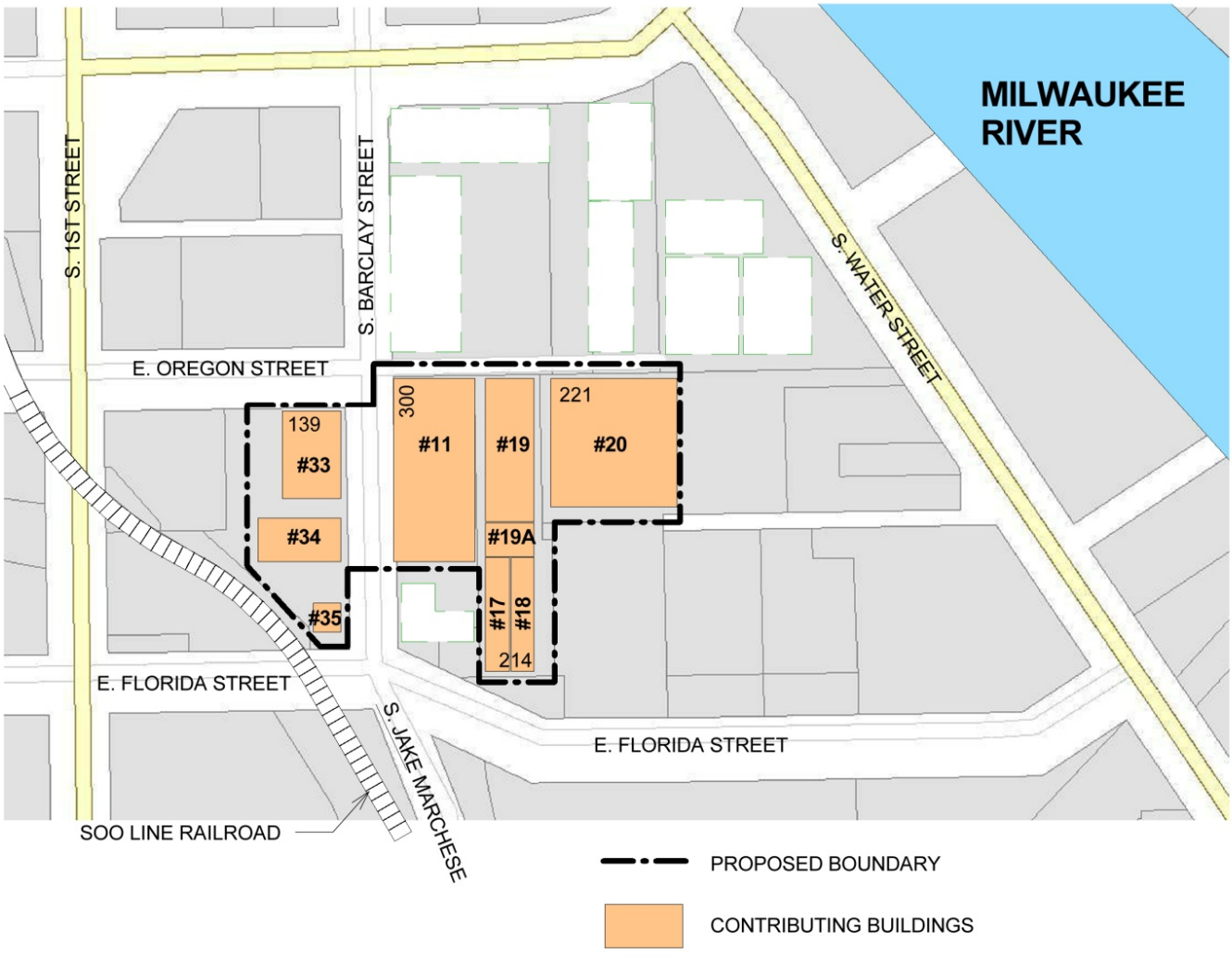


Figure 2 of 2:

Photo Key

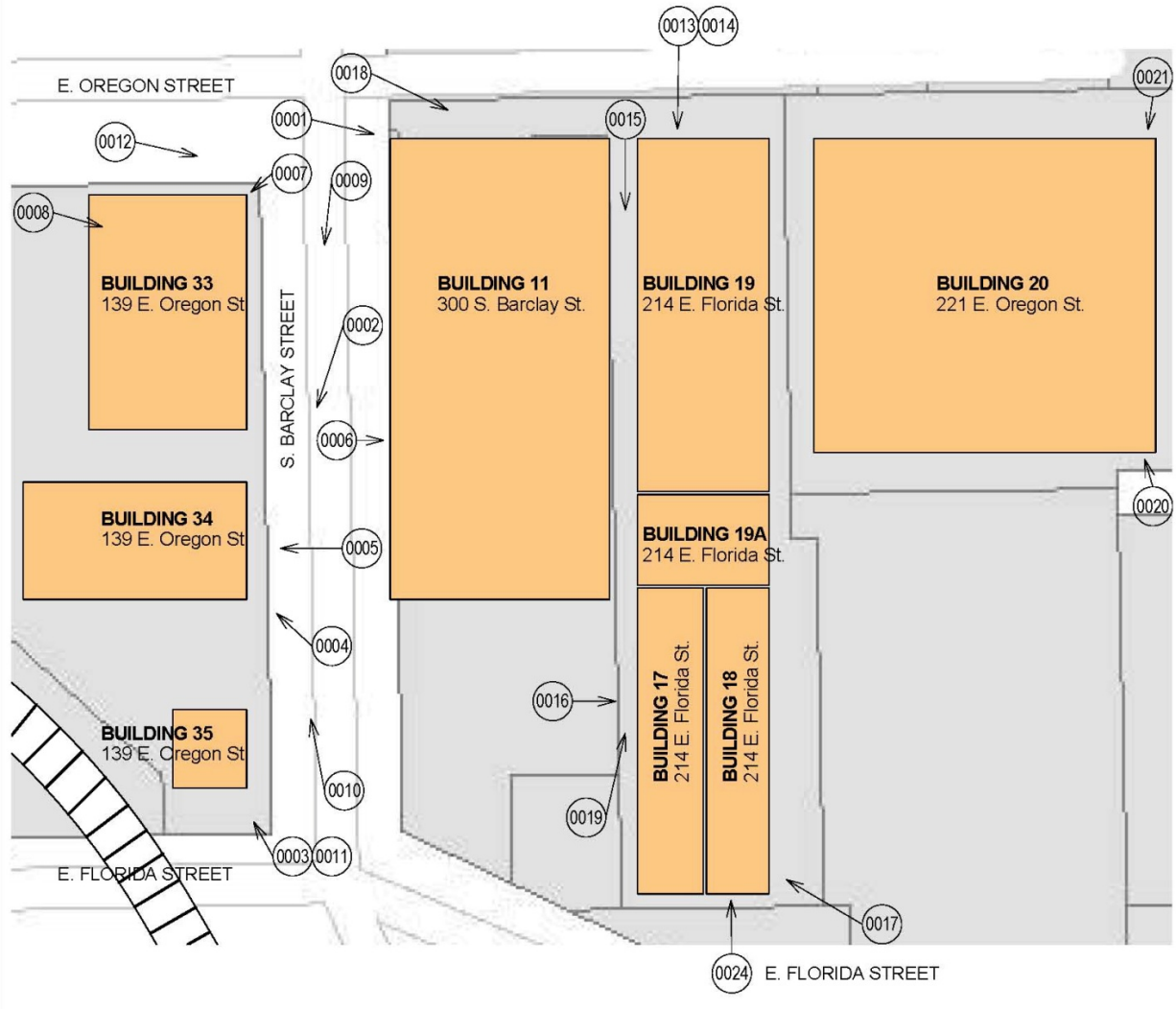


PHOTO KEY MAP

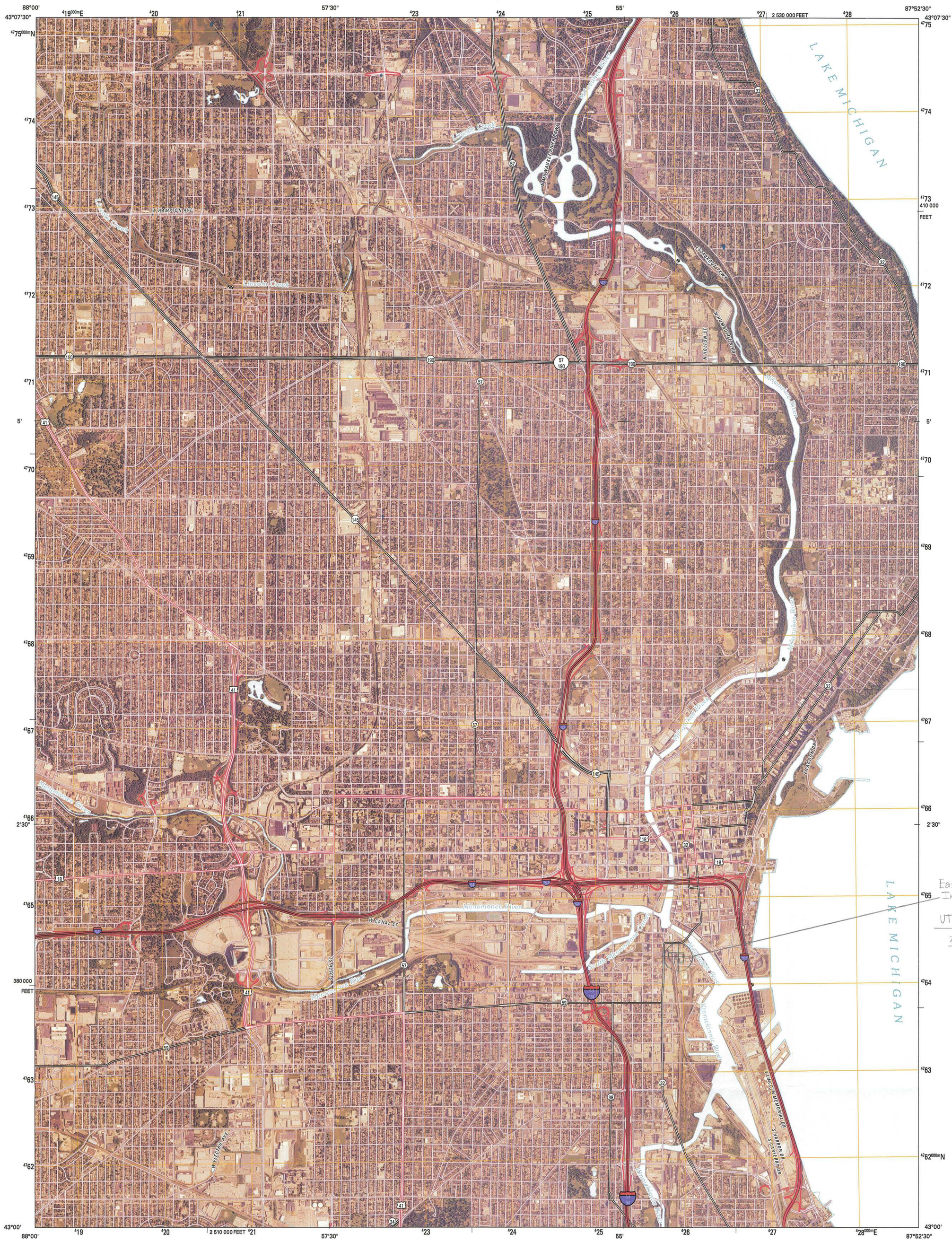
NOT TO SCALE

USGS
science for a changing world

U.S. DEPARTMENT OF THE INTERIOR
U. S. GEOLOGICAL SURVEY

The National Map
US Topo

MILWAUKEE QUADRANGLE
WISCONSIN
7.5-MINUTE SERIES



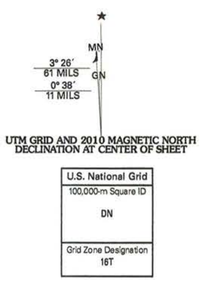
East Oregon & South Barclay Industrial Historic District

UTM Coordinates

Zone	Easting	Northing
16	425911	4764323

Produced by the United States Geological Survey
North American Datum of 1983 (NAD83)
World Geodetic System of 1984 (WGS84). Projection and 1 000-meter grid: Universal Transverse Mercator, Zone 16T
10 000-foot ticks: Wisconsin Coordinate System of 1983 (south zone)

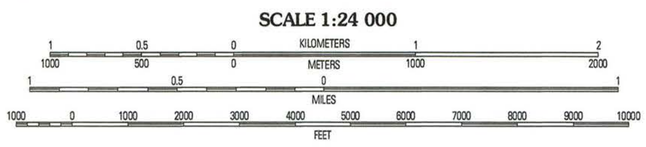
Imagery.....NAIP, July 2008
Roads.....©2006-2010 Tele Atlas
Names.....GNIS, 2008
Hydrography.....National Hydrography Dataset, 2008
Contours.....National Elevation Dataset, 1999



UTM GRID AND 2010 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

U.S. National Grid
100,000-m Square ID
DN
Grid Zone Designation
16T

SCALE 1:24 000



CONTOUR INTERVAL 10 FEET
NORTH AMERICAN VERTICAL DATUM OF 1988

This map was produced to conform with version 0.5.10 of the draft USGS Standards for 7.5-Minute Quadrangle Maps.
A metadata file associated with this product is draft version 0.5.11

QUADRANGLE LOCATION

Menomonee Falls	Thiensville	
Wauwatosa	Milwaukee	Milwaukee OE E
Hales Corners	Greendale	South Milwaukee

ADJOINING 7.5' QUADRANGLES

ROAD CLASSIFICATION

Interstate Route	State Route
US Route	Local Road
Ramp	4WD

Interstate Route US Route State Route

MILWAUKEE, WI
2010


WFC
TECHNOLOGIES, INC.
300 S. Barclay St.
OREGON


STOP


E FLORIDA ST
12-1


WFC
TECHNOLOGIES INC


FLORIDA
12'-1"


WRC
TECHNOLOGIES, INC.
STOP


FOR SALE OR LEASE
WILL DIVIDE
414-342-9201
PRODUCTION
OPERATIONS
CLOSED!


Conway


NATIONAL WAREHOUSE COR


ORAGE CO.
VISCONSIN
COLD STORAGE CO.


FOR SALE OR LEASE
414-342-9201
MAC

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: East Oregon and South Barclay Industrial Historic District

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, Milwaukee

DATE RECEIVED: 11/14/14 DATE OF PENDING LIST: 12/11/14
DATE OF 16TH DAY: 12/26/14 DATE OF 45TH DAY: 12/31/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14001112

REASONS FOR REVIEW:

APPEAL:	N	DATA PROBLEM:	N	LANDSCAPE:	N	LESS THAN 50 YEARS:	N
OTHER:	N	PDIL:	N	PERIOD:	N	PROGRAM UNAPPROVED:	N
REQUEST:	N	SAMPLE:	N	SLR DRAFT:	N	NATIONAL:	N

COMMENT WAIVER: N

√ ACCEPT ___RETURN ___REJECT 12-29-14 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA_____

REVIEWER_____ DISCIPLINE_____

TELEPHONE_____ DATE_____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

City of Milwaukee

Office of the City Clerk

Jim Owczarski
City Clerk

Rebecca N. Grill
Deputy City Clerk

July 24, 2014

Peggy Veregin
National Register Coordinator
Wisconsin Historical Society
Division of Historic Preservation and Local History
816 State Street
Madison, WI 53706

Dear Ms. Veregin:

RE: CLG Review of the National Register Nomination East Oregon and South Barclay Industrial Historic District at 300 South Barclay Street, 139, 221 East Oregon Street, and 214 East Florida Street in Milwaukee, Milwaukee County

In accordance with the provisions of the Certified Local Government Agreement between the City of Milwaukee and Wisconsin State Historic Preservation Office, the Milwaukee Historic Preservation Commission has reviewed the National Register nomination of the East Oregon and South Barclay Industrial Historic District at 300 South Barclay Street, 139, 221 East Oregon Street, and 214 East Florida Street in Milwaukee, Milwaukee County. The Commission determined that the district met the Statement of Significance as outlined in the application and voted to support the nomination on July 15, 2014

In supporting this nomination the commission felt the district was a good representative of the type of industrial complex once common in Milwaukee but now disappearing from the city. The former buildings of the Pittsburgh Plate Glass Company do create a distinct sense of place in this portion of the city's old 5th Ward and the commission looks forward to their adaptive use.

If you need additional information or have any questions please feel free to contact the Historic Preservation Commission staff at (414) 286-5722.

Sincerely,

Ann Pieper Eisenbrown, Chair
Milwaukee Historic Preservation Commission

MILWAUKEE

WISCONSIN HISTORICAL SOCIETY

TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin

SUBJECT: National Register Nomination

The following materials are submitted on this 10th day of November 2014, for the nomination of the East Oregon and South Barclay Industrial Historic District to the National Register of Historic Places:

1 Original National Register of Historic Places nomination form

_____ Multiple Property Nomination form

24 Photograph(s)

1 CD with NRHP Nomination Form Word Document

1 CD with electronic images

1 Original USGS map(s)

2 Sketch map(s)/figure(s)/exhibit(s)

1 Piece(s) of correspondence

_____ Other _____

COMMENTS:

_____ Please insure that this nomination is reviewed

X This property has been certified under 36 CFR 67

_____ The enclosed owner objection(s) do_____ do not_____ constitute a majority of property owners.

_____ Other: _____

_____