

United States Department of the Interior  
National Park Service

For NPS use only

National Register of Historic Places  
Inventory—Nomination Form

received AUG 9 1984  
date entered SEP 7 1984

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic Shorecrest Hotel  
and/or common NA

2. Location

street & number 1962 N. Prospect Ave. <sup>and</sup> 1961 N. Summit Ave. not for publication  
city, town Milwaukee vicinity of  
state Wisconsin code 55 county Milwaukee code 079

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Joseph P. Balistrieri  
street & number 1962 N. Prospect Avenue  
city, town Milwaukee vicinity of state Wisconsin 53202

5. Location of Legal Description

courthouse, registry of deeds, etc. Milwaukee County Court, Register of Deeds  
street & number 901 N. Ninth Street  
city, town Milwaukee state Wisconsin 53233

6. Representation in Existing Surveys

Wisconsin Inventory  
title of Historic Places has this property been determined eligible?  yes  no  
date 1976  federal  state  county  local  
depository for survey records Historic Preservation Division, State Historical Society of Wisconsin  
city, town Madison state Wisconsin 53706

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

### Describe the present and original (if known) physical appearance

The Shorecrest Hotel is a large nine-story brick and terra-cotta structure built on a 60 foot bluff overlooking Lake Michigan. The building is a reversed "h" shape, with the courtyard projecting eastward toward the lake. The Shorecrest occupies 52,000 square feet on over seven city lots; total interior space is 156,122 square feet. The 112 units on the second through eighth floors of the building are divided into one to three bedroom apartments for residents and twenty-one efficiencies for transients. The lobby occupies most of the first floor except for the restaurant on the Prospect side of the building. The now vacant commercial space in the basement housed the hotel's tailor, beauty parlor, and bakery/commissary.<sup>1</sup>

The Shorecrest Hotel is built of steel reinforced concrete with tile curtain walls faced with smooth, brown brick. It was built in two sections on poured concrete foundations. The original "U"-shaped courtyard section faces Summit Avenue and Lake Michigan to the east. It was built in 1924. The original ornamental iron canopy frame extends from the lobby entrance at the center back of the courtyard to the street. Terra-cotta ornament of modified Moorish design defines the first and second floor facade and is repeated on the balcony pinnacles and around the tall arched windows that light the former ballroom area on the ninth floor. Each of the four pinnacles ends in a terra-cotta base that used to hold electric lamps. The previous owners removed the ornamental iron railings that decorated some of the windows. Standing seam copper sheeting covers each of the balcony parapets on three sides. A series of setbacks, from the twin balconies to the former ballroom to the twin elevator tower pavilions, give a feeling of airiness to the top floors. Terra-cotta and copper trim each of the setbacks.<sup>2</sup>

In 1929 a new addition was added to the west. It extends from the northern part of the original section through the block to Prospect Avenue, forming the stem of the "h". The addition is attached to the original building only at the lobby and ballroom levels. The first two stories and the ninth floor of the Prospect Avenue facade are trimmed in terra-cotta and copper to match the Summit Avenue side. The ornamental iron canopy running to the street is original.<sup>3</sup> (continued)

- 1) Appraisals, Inc., "An Appraisal of the Shorecrest Hotel, November 19, 1971," Records of the Shorecrest Hotel; Milwaukee Harbor Map, 1926.
- 2) Architect's plans, Martin Tullgren and Sons Company, "Apartment Hotel Building to be Erected on Hathaway Place between Kane and La Fayette Place for the Shorecrest Realty Company, July 1, 1924," Records of the Shorecrest Hotel. Hathaway Place was changed to Summit Avenue in the late-1920s.
- 3) Architect's plans, Herbert W. Tullgran, architect, "Addition to Shorecrest Hotel to be Erected on Prospect Avenue Between Kane Place and La Fayette Place for the Shorecrest Realty Co., Milwaukee, December 15, 1928," Records of the Shorecrest Hotel; Sanborn-Perris Map, City of Milwaukee, 1931.

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Description

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With the 1929 addition an "L"-shaped lobby was created that extends from Summit Avenue on the east through to Prospect Avenue on the west. The restaurant on the Prospect Avenue side of the building is connected to the rest of the lobby by an arcade that forms the stem of the "L" and opens into the main lobby lounge area. A stairway at this juncture leads to the former shops in the basement and to the second floor apartments. Almost all of the lobby retains the original Moorish design with groined ceilings, vaulted archways, engaged columns, stuccoed walls with cartouches, and ornamental iron stair railings. The anteroom of the women's restroom carries through the Moorish motif with its floor-to-ceiling black glass tile and soffits of Moorish detail. The lobby's marble floor, in large black and white squares, also is original. The ceiling of the main lounge area is beamed with wood. Original printed canvas wallpaper between the beams and the richly painted, heavily relieved ceiling at the end of the arcade all add to the overall Moorish effect. In 1957, a small, one-story parking lot vestibule was added to each side of the nexus of the building sections and in the 1960s the reception desk was remodeled. The restaurant has changed many times over the years. Designed as a cafeteria, it became a cocktail lounge in 1933-1934, and was a Greek restaurant during the 1960s and early 1970s. It now is Snugs Restaurant. <sup>4</sup>

The rooms are plain and well-constructed with lath and plaster walls, but the mahogany front doors with their revolving butler doors suggest the level of service once enjoyed by the residents of the Shorecrest. All bath fixtures are original; white ones with white tiled floors and walls in the original section and pink and green or violet and green ones on the Prospect Avenue side. Prior to the present owners acquisition of the building in 1971, the floor plans of some apartments were altered by walling-up doorways and by converting pairs of windows into picture windows. The changes in the windows have caused serious structural problems to the eighth floor apartments in the southeast corner of the building. The present owners have been returning the apartments to their original design as they become vacant and are continuing their restoration of the public areas.

4) Architects plans, ibid., op. cit.; "An Appraisal of the Shorecrest Hotel," The Milwaukee Social Register and Directory, 1934-1935, p. 19; Architects plans, George Zagel Bros., architects, 1957, Records of the Shorecrest Hotel.

## 8. Significance

Period	Areas of Significance—Check and justify below			
___ prehistoric	___ archeology-prehistoric	___ community planning	___ landscape architecture	___ religion
___ 1400-1499	___ archeology-historic	___ conservation	___ law	___ science
___ 1500-1599	___ agriculture	___ economics	___ literature	___ sculpture
___ 1600-1699	X architecture	___ education	___ military	___ social/
___ 1700-1799	___ art	___ engineering	___ music	___ humanitarian
___ 1800-1899	___ commerce	___ exploration/settlement	___ philosophy	___ theater
X 1900-	___ communications	___ industry	___ politics/government	___ transportation
		___ invention		___ other (specify)

Specific dates 1924<sup>1</sup>, 1929<sup>2</sup> Builder/Architect Martin Tullgren & Sons, Herbert W. Tullgren<sup>3</sup>

### Statement of Significance (in one paragraph)

The Shorecrest Hotel is significant as a fine example of Moroccan/Art Deco architectural style in a luxury residential hotel building. Its terra-cotta and copper-trimmed base and setbacks are typical of the style while the impressively opulent lobby denotes the luxury expected by its clientele. The Shorecrest Hotel also is significant as a benchmark in the career of the regionally important architect, Herbert W. Tullgren. It stands in contrast to the earlier Renaissance Neo-classicism of the Astor Hotel (NRHP ) designed by his father, Martin W. Tullgren, and himself. The Shorecrest Hotel also is significant because it has long served as a visual landmark to Lake Michigan boaters.

The Shorecrest Hotel was designed and built between 1924 and 1929 by the regionally important architectural firm of Martin Tullgren and Sons for the Shorecrest Realty Company. Though only the Prospect Avenue addition was designed under his signature, Herbert W. Tullgren, regarded as one of the "city's finest architects," probably designed the entire building. Herbert Tullgren operated under his own name for only 10 years, from 1934 to his death in 1944. Prior to that he operated at Martin Tullgren and Sons, even though his father, Martin, had died in 1922, and his brother, S. Minard Tullgren, the company's builder, had died in 1928. In addition to the Shorecrest, Herbert Tullgren, "one of the most widely known architects in Wisconsin," designed numerous business buildings, more than 50 apartment buildings, the grade and high schools in Whitefish Bay, West Milwaukee, and Plymouth, Wisconsin, and was the architect for the former Schroeder chain of hotels, including Milwaukee's Astor Hotel (NRHP, ).<sup>4</sup>

Located on Milwaukee's "Gold Coast," the Shorecrest was designed to optimally serve its clientele, whether apartment resident or transient guest. At its height, more than 40 bellboys waited on hotel patrons and a large, full-time housekeeping staff daily cleaned all the rooms and washed the tenants' laundry. Over the years the Shorecrest has been home for many of Milwaukee's business and social elite. In 1926, for example, over a dozen company presidents and their families lived there, including the Pabsts, Uihleins, Conrads, and Christiansens, and the widows of other of the city's prominently wealthy. The Shorecrest also served many theatre personalities who wished a quieter location away from the downtown hotels.<sup>5</sup> (continued)

- 1 Architects plans, Martin Tullgren and Sons Company, "Apartment Hotel Building to be Erected on Hathaway Place between Kane and La Fayette Place for the Shorecrest Realty Company, July 1, 1924"& Architects plans, Herbert W. Tullgren, architect, "Addition to Shorecrest Hotel to be Erected on Prospect Avenue Between Kane Place and La Fayette Place for the Shorecrest Realty Co., Milwaukee, December 15, 1928," Records of the Shorecrest Hotel.
- 2) Architects plans, ibid.; Sanborn-Perris Map, City of Milwaukee, 1931;
- 3) Architects plans, ibid.

## 9. Major Bibliographical References

1) Appraisals, Inc., "An Appraisal of the Shorecrest Hotel, November 19, 1971," Records of the Shorecrest Hotel. 2) Martin Tullgren and Sons Company, "Apartment Hotel Building to be Erected on Hathaway Place between Kane and La Fayette Place for the Shorecrest Reality Compny, July 1, 1924," Records of the Shorecrest Hotel. 3) Herbert W. Tullgren, "Addition to Shorecrest Hotel to be Erected (cont

## 10. Geographical Data

Acreeage of nominated property 1.3 acres

Quadrangle name Milwaukee, Wis.

Quadrangle scale 1:24000

UTM References

A 

1	6	4	2	7	7	7	0	4	6	7	6	1	6	0
Zone		Easting				Northing								

B 

Zone		Easting				Northing							

C 

Zone		Easting				Northing							

D 

Zone		Easting				Northing							

E 

Zone		Easting				Northing							

F 

Zone		Easting				Northing							

G 

Zone		Easting				Northing							

H 

Zone		Easting				Northing							

**Verbal boundary description and justification** The SW 25 ft. Lot 3 and the SW 40 ft. Lot 4, all of Lots 5, 6, 7, 8, 9, 10 and the NE 27 ft. Lot 11 and 33 ft. of Lot 12, Prospect Court Subdivision, in the NW  $\frac{1}{4}$  of Section 22, Township 7 North, Range 22 East, in the City of Milwaukee.

List all states and counties for properties overlapping state or county boundaries

state code county code

state code county code

## 11. Form Prepared By

name/title George C. Brown

organization NA

date November 10, 1983

street & number 153 Dunning Street

telephone (608) 244-2515

city or town Madison,

state Wisconsin 53704

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

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

State Historic Preservation Officer signature *Jeff Hearn*

title Director, Historic Preservation Division

date Aug. 1, 1984

For NPS use only

I hereby certify that this property is included in the National Register

*for Helores Byer*  
Keeper of the National Register

Entered in the  
National Register

date 9-7-84

Attest:

Chief of Registration

date

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Significance

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For years, the Shorecrest has served as a visual landmark for boaters on Lake Michigan. Many of them were from the Milwaukee Yacht Club located on the lake shore directly below the bluff from the Shorecrest. Standing nearly 90 feet in height above the 60 foot bluff, with large electric lamps mounted on the balcony pinnacles, the hotel provided Lake Michigan boaters with a landmark both day and night. Though its prominence is somewhat diminished by the construction of taller buildings to the south of it, the Shorecrest Hotel remains a visual landmark today.<sup>6</sup>

The Shorecrest Hotel has suffered at the hands of its previous owners, but the present owners are now restoring it to its former elegance. Using the architect's original plans, restoration of the lobby and those apartments that were altered has been underway for some time. The initial steps have been taken toward repairing the terra-cotta and the eighth floor structural problem. The search for appropriate replacements for the missing harbor lights and the other ornamentation is underway. The former ballroom and dining room on the ninth floor, which were gutted by the previous owners, will be renovated into apartments and a private dining room. The rooftop balconies will be restored.

Thus, the Shorecrest Hotel is architecturally significant for several reasons. It is a fine example of the Moroccan/Art Deco architectural style, with terra-cotta ornamentation on its base and setbacks and copper-trimmed balconies. The original lobby, with its ornate Moorish design, retains the feeling of elegance and comfort demanded by the hotel's wealthy clientele. It is one of the earliest buildings that the regionally important architect Herbert W. Tullgren designed independently of his father's influence; it therefore provides a benchmark in his professional development. And, as it has in the past, the Shorecrest Hotel remains an important visual landmark on Milwaukee's Lake Michigan shoreline.

- 4) Architects plans, ibid.; "H.W. Tullgren, Architect, Dies," Milwaukee Journal, February 23, 1944; "S.M. Tullgren, Architect, Dies," Milwaukee Journal, August 25, 1928; "H.W. Tullgren," in Architects File, Department of City Development, City of Milwaukee; Landscape Research, Built in Milwaukee: An Architectural View of the City. (Milwaukee: Department of City Development, 1981(?)), p. 161.
- 5) Milwaukee City Directory, 1926-1980; Milwaukee Social Register and Directory, 1932, 1933-1934, 1934-1935; Shorecrest Hotel Guest Register, Records of the Shorecrest Hotel; Interview with Miss Josephine Shaffer, resident of the hotel since 1927, August 5, 1983.
- 6) Interview with Miss Josephine Shaffer, ibid.; Appraisals, Inc., "An Appraisal of the Shorecrest Hotel, November 19, 1971," Records of the Shorecrest Hotel; Milwaukee Harbor Map, 1926.

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4) "H.W. Tullgren, Architect, Dies," Milwaukee Journal, February 23, 1944.

5) "S.M. Tullgren, Architect, Dies," Milwaukee Journal, August 25, 1928.

6) Milwaukee City Directories, 1926-1980. 7) Sanborn-Perris Map, City of Milwaukee, 1931. 8) Milwaukee Harbor Map, 1926. 9) The Milwaukee Social Register and Directory, 1932, 1933-1934, 1934-1935. 10) Landmark Research, Built in Milwaukee: An Architectural View of the City. (Milwaukee: Department of City Development, 1981(?)).