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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 Hotel Northland
other names/site number N/A

2. Location

street & number 304 North Adams Street N/A not for publication
city or town Green Bay N/A vicinity
state Wisconsin code WI county Brown code 009 zip code 54301

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title Jim Baeger Date 9/9/13
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

Hotel Northland
Name of Property

Brown
County and State

Wisconsin

4. National Park Service Certification

I hereby certify that the property is:
 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 K. Beall

10-30-13

lor

Signature of the Keeper

Date of Action

5. Classification

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

private
 public-local
 public-State
 public-Federal

Category of Property
(Check only one box)

building(s)
 district
 structure
 site
 object

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

contributing	noncontributing
1	buildings
	sites
	structures
	objects
1	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)

DOMESTIC / HOTEL

Current Functions
(Enter categories from instructions)

DOMESTIC / MULTIPLE DWELLING

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19th & 20th CENTURY REVIVALS

Materials
(Enter categories from instructions)

foundation CONCRETE
walls BRICK

roof SYNTHETICS

other LIMESTONE, STUCCO

Narrative Description

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

Hotel Northland
Name of Property

Brown
County and State

Wisconsin

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.
- 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)

COMMERCE

ARCHITECTURE

Period of Significance

1924-1963

Significant Dates

1924 (date of construction)

1947 (date of construction of northeast wing)

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Tullgren, Herbert W.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Hotel Northland
Name of Property

Brown
County and State

Wisconsin

9. Major Bibliographic References

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

Previous Documentation on File (National Park Service):

- 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:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreeage of Property Less than one acre

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

1	16	419507	4929665	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2				4			
	Zone	Easting	Northing		Zone	Easting	Northing

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	John D. Cramer	date	June 1, 2013
organization	MacRostie Historic Advisors	telephone	312.786.1700 x7010
street & number	53 West Jackson Boulevard, Suite 1323	zip code	60604
city or town	Chicago	state	IL

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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.

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		Date
organization		Telephone
street & number		zip code
city or town	state	

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Hotel Northland
Green Bay, Brown County, Wisconsin

Summary Paragraph

Completed in 1924 in downtown Green Bay, Wisconsin, the Hotel Northland is a nine-story hotel structure with a U-shaped footprint built of masonry-clad steel frame construction. Built at the northeast corner of Pine and Adams streets, the Hotel Northland has two primary street-facing elevations of brick, limestone, and cream-colored stucco in a restrained Tudor Revival Style. Inside, the structure exhibits spatial organization typical of early twentieth century urban hotel design, including large lower level lobbies and dining rooms, a well-preserved mezzanine level ballroom, and seven upper floors of rental apartments that once served as hotel guestrooms. Though the building has undergone exterior additions and changes to its interior, the Hotel Northland continues to display significant character-defining elements that make it an excellent example of the early twentieth century Period Revival Style urban commercial hotel property type.

Narrative Description

Site Description

The Hotel Northland is located in downtown Green Bay's central business district on the east side of the Fox River at the northeast corner of Adams and Pine streets. The structure is among the tallest in downtown Green Bay and is surrounded by mid-rise office and parking structures. Its street-facing exterior walls directly abut the hotel's property line and the surrounding concrete sidewalk and its large awnings project over the sidewalk. The north exterior walls of the hotel's east and west wings abut the property line and a public alley with a recessed light court between them. The building's east exterior wall directly abuts the property line and a public alley. Running along the hotel's west face, Adams Street terminates in a cul-de-sac just north of the structure. The large adjacent vacant lot to the north and across Adams Street to the west was occupied by the Port Plaza Mall until it was demolished in 2012.

Exterior Description

The Hotel Northland is nine stories tall and has a flat roof. The hotel has a U-shaped footprint with a recessed light well along the north elevation but is cubic in massing when viewed from public sidewalks to the south and west. Both south and west street-facing elevations are symmetrical tripartite compositions with a well-defined two-story base divided by a wide continuous stone cornice from a five-story mid-section which is separated by slim continuous stone belt course from a one-story attic level. The masonry cladding and detailing along the south and west street facing elevations continues around the southeast corner to clad the five southernmost bays of the east elevation and around the northwest corner to clad the westernmost bay of the north elevation. The primary cladding materials of both street-facing elevations are brownish-red face brick accented with lighter limestone and cream-colored stucco detailing. Though its original storefronts and main entrances have been replaced with later systems, the Hotel Northland retains many of its original lower level windows including original 1924 segmental arched wood window groupings along the mezzanine and second stories. All of the original upper level windows have been replaced with contemporary aluminum double hung windows.

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Section 7 Page 2

Hotel Northland
Green Bay, Brown County, Wisconsin

South (Pine Street) Elevation

The Hotel Northland's tripartite south elevation is divided into three vertical compositional bays with two nearly identical four-bay wings accentuated with pronounced Tudor-inspired crenellated brick and stone parapets balanced between a center five-bay section. The center section and east wing read as two stories above a raised basement while the west wing reads as having three full stories due to an interior mezzanine along the west end of the building. A metal canopy centered along the ground level of the south elevation extends out over the public way marks the location of the hotel's original main entrance; the original door has been replaced with a mid-century metal storefront system within the original opening. A tripartite window transom positioned above the main entrance and canopy is composed of a "basket handle" arched window flanked by fixed glass panels with solid wood spandrel panels infilling the area above the arches. Though probably original, the canopy above is wrapped in contemporary metal cladding. Two similar basket handle arched window groupings with raised basement windows flank each side of the entry bay, each window bay's separated by one-and-half-story tall brick pilasters with stone bases and Doric capitals. The lower windows at the far west arched window bay are infilled with brick. Above the five center window bays is an uninterrupted brick and stucco spandrel panel topped by a continuous stone cornice which serves as the sill for a series of second story contemporary aluminum double hung window groupings: a single window above the center entrance and the end bays with groupings of two windows above the two intermediate bays, all separated with decorative panels of brick, stucco, and stone.

The mid-section of the south elevation's center compositional bay is simply clad in the dominant face brick with five stories of window groupings that align with those along the base's second story. The single center windows are separated vertically by checkerboard stucco and brick spandrels and are grouped together by continuous vertical stone quoining running the full five stories of the center mid-section. Each of the mid-section windows has a stone sill. The center compositional bay's attic story repeats the lower window grouping pattern though is distinguished visually from the lower floors by a field of stucco cladding and by quoined brick arches which wrap the window openings and create blind window openings in empty spaces between window openings. The attic story is topped by a line of continuous stone trim, an entablature of stucco with brick diamond accents and continuous stone coping.

Balanced on each side of the south elevation's center compositional bay, the two side wings are nearly identical in appearance. The bases of both wings are defined by colossal red brick pilasters with stone bases and Doric capitals. Between these pilasters, the base of the east wing reads as two stories above a raised basement and is similar to the layout of the center bay with two lower bays of segmental arched windows above basement windows, a continuous intermediate stucco and brick spandrel panel, and four bays of equally spaced contemporary aluminum double hung windows. Between its colossal brick pilasters, the base of the west wing reads as three full stories tall with a contemporary ground level storefront system; a spandrel panel of brick and stone; a four-bay row of equally-spaced contemporary aluminum double hung windows at the second story; another spandrel panel of brick, stone, and stucco; and a third story again with four bays of double hung windows.

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Hotel Northland
Green Bay, Brown County, Wisconsin

Above the base level, both the south elevation's side compositional wings are identical. The five-story mid-section is four window bays wide, lined on each end with continuous vertical stone quoining with vertical brick pilasters separating the windows. Checkerboard brick and stucco spandrel panels vertically separate the window openings which each have a stone sill. A continuous stone belt course divides the mid-section from the attic story which is similarly clad in red brick and sees the continuation of side stone quoining from below. Four equally-spaced window openings aligning with those below are wrapped in quoined stone arches with spandrel panels above the windows infilled with stucco. The base of these four uppermost windows is lined with a low decorative stone balconette. Each side wing is crowned by stone entablature and a brick parapet crenellated with stone coping, giving the top of the Hotel Northland an appearance reminiscent of medieval castle ramparts.

West (Adams Street) Elevation

The Hotel Northland's west elevation is identical to its south elevation in its symmetrical tripartite composition and its division into three compositional bays with a broad center bay flanked by two accentuated side wings. Because of the west end location of the mezzanine level, the west elevation's base reads as three stories tall. The west elevation side wings share the three-story makeup of the south elevation's west wing with their colossal brick side pilasters, contemporary storefronts, continuous spandrel panels, and two levels of upper window groups, though the width of the west elevation side wings are reduced from four window bays to three. The five-story mid-section of the side wings are likewise three window bays wide with continuous stone side quoining, intermediate brick pilasters, and checkerboard brick and stucco spandrel panels. The side wings' attic stories display similar quoining and window arch detailing along with low stone balconettes, upper entablature and crenellated brick and stone parapet.

The base of the west elevation's center compositional bay is divided into four large window bays separated by colossal brick pilasters with stone bases and Doric capitals that run the base's full three-story height. Three ground level bays, the southernmost bay and the two northernmost, are infilled with contemporary storefronts. The remaining ground level bay originally served as the hotel's main entrance and now houses a mid-century metal storefront. Above the ground level, a broad metal canopy extends out over the public sidewalk from the two center bays. This original canopy is now clad in metal. The second and third story bays are infilled with original basket handle arched wood windows that face into the hotel's two-story high ballroom.

The mid-section of the west elevation's center compositional bay is simply clad in red face brick with five stories of paired window groupings. Each of the mid-section windows has a stone sill. The center compositional bay's attic story repeats the lower window grouping pattern though is distinguished visually from the lower floors by a field of stucco cladding and by quoined brick arches which wrap the window openings and create blind window openings in empty spaces between window openings. The attic story is topped by a line of continuous stone trim, an entablature of stucco with brick diamond accents and continuous stone coping.

North Elevation

The east wing of the hotel's U-shaped footprint was added in 1947 and is clad in the same buff-colored brick as the rest of the north elevation. The exterior walls of the open light court on the secondary north elevation are also buff-colored brick with no ornamentation. The materials and decorative detailing of the primary elevation

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Hotel Northland
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turn the corner of the west elevation and extend for one window bay onto the north elevation, including a stone cornice above the three-story red-brick base, quoining on the upper stories, and a crenellated brick and stone parapet.

The north elevation and light court elevations are regularly fenestrated with non-historic aluminum double-hung windows within the original openings. Non-historic metal roll-up loading doors line the base of the north elevation and light court.

East Elevation

The secondary east elevation is divided into two sections. The southernmost section sees a continuation of some of the more ornate material and decorative language seen on the south elevation. A three-story base displays four bays of original basket handle arched windows topped by four bays of contemporary aluminum double-hung windows. A non-historic 1970s glass-enclosed pedestrian bridge spans the east alley, crossing the Hotel Northland's property boundary and connecting it to an adjacent non-historic parking structure. The non-historic pedestrian bridge exits through the third story wall of the Hotel Northland and spans the alley below, connecting the hotel to the adjacent parking garage to the south; this non-historic pedestrian bridge is not included in this nomination. The materials and decorative detailing of the primary elevation turn the corner of the south elevation and extend for five window bays onto the east elevation, including basket handle arch windows, a stone cornice above the three-story red-brick base, quoining on the upper stories, and a crenellated brick and stone parapet.

The northernmost section of the east elevation is unornamented, regularly fenestrated with non-historic double hung windows within the original openings, and clad in a light buff colored brick.

Interior

From the original primary entrance on the south elevation, a short flight of pink terrazzo steps leads to the Hotel Northland's double-height lobby. The space retains many original historic details, including a star-patterned green and white mosaic tile floor, oak wall paneling and column enclosures, decorative plaster ceiling, and ornate chandeliers. The hotel's original elevator doors remain in use along the west wall of the space. Lining the north end of the lobby is a broad mid-century wood hotel check-in desk with back counter and key cubbies. Gold lettering above double doors along the east wall of the lobby announce access to the hotel's "Walnut Room," an original first level dining room that has been renovated as office and storage space but retains some original decorative fabric. The southeast corner of the lobby was partitioned off for storage and office space in the mid-twentieth century and is accessed from the lobby through metal storefront doors. A modern glass storefront enclosure allows access to meeting spaces at the southwest corner of the lobby. The original mezzanine area has been closed off from the lobby with drywall; a wood and metal balcony railing remains above the north check-in desk.

At the northwest end of the lobby are two flights of stairs with original wood and metal railings similar to those at the lobby mezzanine level. The south flight leads to a corridor accessing the hotel's original Adams Street entrance and two vacant and heavily altered retail storefronts that earlier served as the hotel's cocktail lounge

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Hotel Northland
Green Bay, Brown County, Wisconsin

and one of its many dining areas.

The north flight of lobby stairs, with its original marble steps, leads up to the mezzanine level corridor. North of the lobby stairs is the mezzanine lounge, which features green and white mosaic tile flooring, oak paneled walls, and decorative plaster ceiling similar to the first floor lobby. The northwest corner of the mezzanine level contains a manager's apartment which once served as one of the hotel's original dining rooms. At the southwest corner of the mezzanine level is another of the hotel's original dining rooms used today as a recreation room but retaining its original ceiling and window trim.

West of the lounge is the Hotel Northland's original double-height ballroom which retains most of its original decorative features including ornate plaster walls and ceilings and original chandeliers and matching wall sconces. Previous owners covered the ballroom's original mosaic floor tile with a wooden parquet floor. Four second-floor balconies with ornate painted wood and metal balustrades overlook the ballroom.

The uppermost landing of the main lobby stair terminates at the second floor balcony which overlooks the ballroom and once provided access to two more corner dining rooms. Along with its original balcony railings, this second floor corridor retains its original white and green mosaic tile floor and its original wall and ceiling trim.

The remainder of the second *floor* and the remaining upper floors (three through nine) were originally guestroom floors. These floors retain the basic configuration of the original hotel use, with guestrooms opening off of a double-loaded corridor. These floors were remodeled in the 1940s when a new east wing added 100 guestrooms; in the 1970s, when the building was first converted to apartments; and again in the 1980s when the building became a senior housing facility. The original hotel units were reconfigured into one- and two-bedroom apartments, kitchens were added, bathrooms modernized, and new finishes installed in the units. The corridors also feature non-historic wallpaper, carpeting, dropped ceilings, and modern lighting.

Integrity

An east addition including 100 new hotel rooms was completed in 1947 and was sympathetic in appearance to the original 1924 building. The original Hotel Northland has also undergone two renovations, the first in 1972, which converted the hotel into a mixed-use apartment building, and the second in 1979, which repurposed the building as a residential facility for low-income elderly and disabled. The 1979 renovation converted the upper level guestrooms into one- and two-bedroom living units and created commercial spaces in first level dining room, restaurant, and bar areas. Many of the original ground floor and basement windows were closed up with brick infill. The rest of the ground floor storefronts were replaced with aluminum storefronts and all upper windows were replaced with one-over-one double-hung aluminum windows. The west (Adams Street) entrance was closed and relocated to the north end of the west elevation. The south (Pine Street) entrance remained in its original location but with new doors and windows.

Sometime in mid-century, an Art Deco Style painted metal marquee was added over the Adams Street entrance which included neon lettering. The neon lettering was removed by past owners and the marquee has been

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Hotel Northland
Green Bay, Brown County, Wisconsin

covered over with painted steel. In the mid-1970s, a suspended glass-enclosed walkway was built along the second level of the east elevation connecting the hotel to an adjacent parking structure. Original lanterns at the southwest corner of the building were removed by past owners prior to the 1979.

Despite changes made to the building by past owners, the building's street-facing Tudor-inspired masonry elevations remain intact. Inside, the overall spatial layout of the lower level public spaces and upper level corridors and residential units remain intact. The most significant lower level public spaces – the first level lobby and stairs, the mezzanine level lounge and ballroom, and the second level ballroom overlook – retain almost all of their original decorative fabric and continue to display character-defining features typical of the 1920s urban commercial hotel property type.

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Hotel Northland
Green Bay, Brown County, Wisconsin

Statement of Significance Summary Paragraph

Located in downtown Green Bay, the Hotel Northland is locally significant under National Register Criterion A for its association with “events that have made a significant contribution to the broad patterns of our history,” namely the early twentieth century social and commercial development of Green Bay, Wisconsin. The building is also locally significant under Criterion C in that it “embod[ies] the distinctive characteristics of a type, period, or method of construction” as an example of the early twentieth urban commercial hotel property type. The building’s period of significance spans from the building’s construction in 1924 to 1963, fifty years before present, and encompasses the decades of the hotel’s most critical importance to the Green Bay community. Completed in 1924, the Hotel Northland was one of the largest and most important commercial buildings constructed in Green Bay prior to the end of World War II and reflected the city’s growth after 1900 into one the state’s foremost industrial centers.¹ Designed by prominent Milwaukee architect Herbert W. Tullgren, the Hotel Northland was an important addition to the growing chain of Wisconsin hotels built by Walter Schroeder, a Milwaukee hotelier whose collection of hotels would become the largest in the state. The Hotel Northland not only reflected the look and appeal of some of Schroeder’s other Tullgren-designed hotels, notably Fond du Lac’s Retlaw Hotel and Madison’s Loraine Hotel (both built in 1924 and both listed on the National Register), but also incorporated many significant elements of the new efficiently-designed, elegant, and affordable urban commercial hotel property type. With its prominent downtown setting, its tall and monolithic urban scale, its Tudor Revival Style exterior, its intact interior public spaces, and its importance both as a hotel and a local social center, Green Bay’s Hotel Northland remains an excellent Wisconsin example of the 1920s urban commercial hotel property type.

Narrative Statement of Significance

History of Green Bay, Wisconsin

The Hotel Northland remains as a reminder of Green Bay’s early twentieth-century economic prosperity, spurred by local agriculture and manufacturing and the city’s strategic location at the intersection of navigable waterways and cross-country railroads. First settled by white fur traders in the 1600s, the Green Bay area’s links to western inland markets via the Fox River and to eastern markets via Green Bay and the Great Lakes made it a popular white settlement location by the early 1800s. After the opening of the Erie Canal in 1825, migration to the area increased and fur trading gave way the burgeoning lumber industry as Green Bay’s driving economic force. Through the late nineteenth and early twentieth centuries, Wisconsin’s inland forests annually supplied millions of feet of timber to Green Bay where mills along the Fox River and its tributaries processed them into building lumber, furniture, and paper which was then shipped by boat to growing communities along the Great Lakes and beyond.²

¹ “New Hostelery Most Modern in Wisconsin,” Green Bay Press-Gazette (March 20, 1914), 1.

² Richard Nelson Current, Wisconsin: A History (Chicago: University of Illinois Press, 2001), 111.

Bella French, The American Sketch Book: A Collection of Historical Incidents with Descriptions of Corresponding Localities, Vol.3 History of Brown County (Green Bay, WI: The American Sketch Book Company, 1876), 204.

Deborah B. Martin, History of Brown County, Wisconsin Past & Present, Vol. 1 (S.J. Clarke Publishing Co., 1913), 181-193.

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Hotel Northland
Green Bay, Brown County, Wisconsin

Eight years after Green Bay was incorporated as a city in 1854, the Chicago & NorthWestern Railroad established a station in Fort Howard, just across the Fox River opposite Green Bay's downtown business district. In the next decade, two more railroads established stations in Green Bay: the Green Bay & Western in 1871 and the Chicago, Milwaukee, Saint Paul, & Pacific Railroad in 1873. These three railroads became key components to the industrial viability of the city, taking Green Bay products to markets unreachable by boat and bringing in new residents, visitors, and investment. The subsequent development of refrigerated railcar technology made Green Bay a major Midwest meat processing center. By 1900, the city's population swelled with emigrants from Belgium, Germany, Holland, and Poland drawn by cheap and plentiful nearby farmland and plentiful mill and dock jobs in town.³

Like many growing American villages and cities of the nineteenth and early twentieth centuries, hotels played a critical role in the development of Green Bay's cultural and economic life. The city's first inn, the Washington House, opened c.1830 near the intersection of Main and Washington streets and catered to traveling fur and lumber traders. The construction of the Astor House in 1835 near the intersection of Mason and Adams streets was seen by many as a milestone in the history of the city, and the hotel soon became an object of local civic pride, a symbol of local prosperity and cultivation, and a player in a new rivalry with competing area hostelryes. "When the work was actually completed," one early citizen later remembered, "and in all the imposing majesty of its three stories and crowning cupola, the Astor House, glistening with fresh white paint stood in the morning sunshine, a beautiful object to the partial eyes of the [town] dweller."⁴ The Astor House with its elegant furniture, carpets, silverware, and top floor ballroom, became the setting for a number of Green Bay's early balls, weddings, and banquets and represented the collective aspirations of many early settlers. "It was a fine structure for the time in which it was built," another early citizen remembered, "and was perhaps considered a work of art. I well remember, the airs our little burgh put on when it was said 'the hotel is finished.'"⁵

After the city's incorporation in 1854, the importance of hotels to the development of Green Bay persisted. Hotels accommodated business visitors to the city's industrial and shipping operations and pleasure seekers drawn to local bathing beaches, yachting, and fishing sites. As the city grew, its hotels also became popular hosts of regional trade and fraternal conventions who came to Green Bay for "our fine streets, imposing buildings [,] elegant shade trees," and "our people [who] are a more cosmopolitan one than cities of our size elsewhere."⁶ In the first decades of the twentieth century, downtown Green Bay offered 1200 hotel rooms in dozens of hotels for the boarding of visiting guests and the entertainment of local townspeople. There was the Reis Hotel built in 1860 and by 1910s one of the oldest in the city, the Union Hotel, the City Hotel, the

³ Current, 87.

French, 265-267.

Sharyn Alden, *Historical Wisconsin Getaways: Touring the Badger State's Past* (Black Earth, WI: Trails Books, 2001), 177.

City of Green Bay website, "Green Bay History, 1860s," <http://www.ci.green-bay.wi.us/history/1860s.html>.

Martin, 277-281.

⁴ Martin, 133.

⁵ Martin, 138.

⁶ J.H. Elmore, "Green Bay as a Convention City," *The Municipality* (Vol.13, No.6: June 1913), 263-264.

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Hotel Northland
Green Bay, Brown County, Wisconsin

Arlington Hotel, the Broadway Hotel, the Champion Hotel, the Cook Hotel, the Sherwood Hotel, the Wisconsin Hotel, the Northwestern Hotel, Hoffman House, Green Bay House, and the waterfront Bay Beach Hotel, "a well-kept hostelry, presenting all the attractive features found in the higher class summer hotels," including its own private dancing pavilion.⁷

The most important of Green Bay's downtown hotels in the years before the construction of the Hotel Northland was the Beaumont Hotel located at the northeast corner of Main and Washington streets (now demolished). Built in 1861 on the site of the Washington House, the Beaumont Hotel was remodeled in 1910 by Chicago architect H.H. Andrews. The updated five-story Beaumont Hotel predated the Hotel Northland's innovations with its steel frame and concrete construction, hot and cold running water in each of its 200 guestrooms (though only 100 of them had private baths), and an enormous staff of over 100. Until the 1924 construction of the Hotel Northland three blocks to the southwest, the Beaumont Hotel was the largest of Green Bay's hotels and the leading venue for housing visiting dignitaries and hosting local social events. The Beaumont Hotel was demolished in 1963.⁸

The city's growth in the 1900s and 1910s continued with the further development of the pulp and paper industry, making Green Bay by 1920 "one of the foremost commercial towns in Wisconsin" and "one of the most thriving and progressive business cities in the United States...."⁹ With a growing population of 35,000 and as northeast Wisconsin's principal industrial center and port city, major water and rail transportation hub, and county seat, 1920s Green Bay maintained a stable, local moneyed class and attracted some of the Midwest's wealthiest businessmen for work and pleasure. The founding of the Green Bay Packers football team in 1919 increased Green Bay's visibility beyond the region and attracted visitors to the city from the 1920s up to the present day.¹⁰

After nearly a century of growth, early 1920s Green Bay was an established business and pleasure destination for travelers from across the American Midwest, making the city an attractive investment location for Wisconsin hotel builder Walter Schroeder. The completion of his Hotel Northland in downtown Green Bay in 1924 was seen by many in the city as another demonstration of the city's increasing prosperity.¹¹ The new hotel and Schroeder's million-dollar investment in it and in Green Bay, wrote the Green Bay Press-Gazette in March 1924, "is visible evidence not only of the growth which Green Bay has enjoyed but of the growth it is destined to enjoy."¹² For many in pre-Depression Green Bay, the building of the Hotel Northland was a culmination of the city's rapid rise and "mark[ed] an epoch in the city's history."¹³

⁷ "Green Bay's Fine Hotel - The Beaumont," The Municipality (Vol.13, No.6: June 1913), 295-296.

⁸ J.H. Elmore, 263-264.

⁹ Martin, vi, 303.

¹⁰ "Crowds Watch Construction of New Hotel; Every Stage of Building Seen by Majority of People Here," Green Bay Press-Gazette (March 20, 1924), 1.

¹¹ "Crowds Watch Construction of New Hotel," Green Bay Press-Gazette (March 20, 1924), 1.

¹² "New Hostelry Most Modern in Wisconsin," Green Bay Press-Gazette (March 20, 1914), 1.

¹³ Ibid.

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Walter Schroeder (1878-1967)

Walter Schroeder, the Wisconsin hotelier and builder of Green Bay's Hotel Northland, was born in Milwaukee, the sixth of nine children. He entered the business world early, leaving school before he was twenty to work as a publisher of the Milwaukee Daily Abstract. Young Schroeder sold the newspaper in 1900 in order to join his German-born father's real estate and insurance business, the Christian Schroeder & Son Company. After his father's death in 1915, Walter assumed leadership as president of the company and ran the business for over fifty years, making his fortune selling insurance and backing mortgage loans and bonds and transforming what was his father's relatively small storefront into the largest insurance and real estate operation in the state. Walter Schroeder entered the hotel business in 1912 as a bond manager for Milwaukee's new Hotel Wisconsin. When the hotel's original head trustee was removed by the company's board, Schroeder was placed at the helm of operations and ultimately made a success of the Hotel Wisconsin venture. Finding he enjoyed the hotel trade, Schroeder began his own hotel development and management company and over the next two decades built the largest hotel chain in Wisconsin.

Schroeder entered the upscale hotel business in a decade of momentous change for the industry. A generation before, the most successful models for hotel building and operations were the country's large luxury hotels in cities like New York, Chicago, and San Francisco, "gilt palaces" that exuded extravagance and comfort but whose grand facades often hid widespread spatial, operational, and financial disorganization. So expensive and complicated was late nineteenth century hotel management that most upscale urban hotels catered almost exclusively to affluent guests who could afford the exorbitant rates charged to compensate for the profession's inescapable inefficiencies. Seeking to make hotel management more efficient and more profitable, hotel industry reformers of the first decade of the twentieth century developed a new model they called the "commercial hotel" that simplified the architectural design of hotels, limited the amenities hotels offered, and provided affordable accommodations not just to the wealthy but also to the middle class American traveler. Ambitious businessmen who a decade before might have shied away from hotel-keeping flocked to the newly-lucrative field and made professions in the 1910s and 1920s out of building and operating hotel facilities in large and small cities across the country. And soon hoteliers like Walter Schroeder found that by implementing modern methods of hotel building and management, they need not be limited to single hotels but could multiply their profits by buying and building hotels in bulk.

Schroeder began his hotel collection in Milwaukee with the construction of the eight-story Hotel Astor at 924 E. Juneau (completed 1922, extant, NRHP#84003715), designed by Herbert W. Tullgren of the prominent Milwaukee development and architectural firm of Martin Tullgren & Sons. Two years later, Schroeder tapped Tullgren to design three more large hotels in Wisconsin's other main urban centers: Madison's Loraine Hotel at 123 West Washington Avenue (completed 1924, extant, NRHP#02001125), Green Bay's Hotel Northland at 304 North Adams Street (completed 1924, extant), and Fond Du Lac's Retlaw Hotel at 1 North Main Street (completed 1924, extant, NRHP#84003673). All of these early Schroeder hotels were characterized by their three-part red stone, brick and terra-cotta exterior compositions and their luxurious lobbies, restaurants, ballrooms and guestrooms within.

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Schroeder's career as a hotel builder culminated in 1928 with the construction of the centerpiece of his hotel collection: the Art Deco Style Hotel Schroeder at 509 West Wisconsin Avenue in Milwaukee (designed by Holabird & Roche, extant). The completed Hotel Schroeder was Wisconsin's largest with 26 stories and 811 guest rooms and its large restaurant and ballroom became centers of Milwaukee's social life. Schroeder would eventually come to own at least ten hotels in Wisconsin, Minnesota, Indiana, and Michigan and continued to build, acquire, and manage new and existing hotels through the 1950s, gaining a wide reputation as one of the most successful hoteliers in the Midwest.

Schroeder established the Walter Schroeder Foundation in 1963 and became known in his last years as a prominent Milwaukee philanthropist, donating funds to Marquette University and the Milwaukee School of Engineering, both of whom named campus buildings after their benefactor. Schroeder continued to operate his insurance business and his hotel chain until his death in 1967 at the age of eighty-nine.¹⁴

Early 20th Century Urban Commercial Hotel Architecture

Green Bay's Hotel Northland was constructed in 1924 at the end of a period of fundamental change for the American hotel industry. The intact hotel represented the transition of upscale American hotel architecture from the luxurious but inefficient "gilt palace" model of the late nineteenth century to the early twentieth century urban commercial hotel property type which offered Americans of all social classes elegant, efficiently-designed, and affordable entertainment spaces and accommodations. The embrace of this more successful building model by early twentieth century hotel owners and architects drove the construction of hundreds of large commercial hotels in cities across the country in the 1910s and 1920s of which Green Bay's Hotel Northland is an excellent intact example.

From their early origins as taverns, inns, and boarding houses, the hotel has played a major role in American cities as a place to board passing travelers, to host local social events, and to act as the positive public face for aspiring communities. Though the presence of small, informal urban hotels persisted throughout the nineteenth century, the most visible advance in hotel architecture of the mid-to-late nineteenth century was the development of the urban "gilt palace" or "grand hotel," built in America's largest coastal metropolises and typified by its inventive, ostentatious Revival Style exteriors and its plush and showy interiors. These large hotels catered almost exclusively to the wealthiest of travelers and to local elites, many of whom maintained upstairs suites as semi-permanent households, living at their exclusive hotel addresses for months out of the year. According to historian Lisa Pfueller Davidson, although opulent urban hotels of the late 1800s maintained reputes for equally opulent success, their inefficient spatial planning and high maintenance and staff costs made these enormous ventures far less profitable than they appeared. In the 1900s and 1910s, many American hotel

¹⁴ *History of Milwaukee City and County, Vol. III* (Chicago: S.J Clarke Publishing Company, 1922), 654-57, 878-879.

"Schroeder Hotel Crowd on Sidewalk (Photo Hotel.Schroeder.Pre1960.002)," Historic Photo Collection, F.P. Zeidler Humanities Room, Milwaukee Public Library.

"Schroeder Hotel (Photo Hotel.Schroeder.Pre1960.003), Historic Photo Collection, F.P. Zeidler Humanities Room, Milwaukee Public Library.

"Walter Schroeder, Hotel Owner, Dies," *Wisconsin State Journal* (July 19, 1967), 7.

National Register nomination for the Loraine Hotel, Madison, WI. (Listed in NRHP: 10/10/2002, NRHP#02001125.)

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investors, managers, and architects sought to remedy these challenges to the nation's hotel trade and to increase the industry's profitability through the careful analysis of effective space planning and architectural design, hotel management and accounting, and optimal customer makeup, finding that the financial and architectural disorganization of the money-siphoning "gilt palace" hotel model should be replaced with a more attractive model that provided better service and amenities to less wealthy (but more abundant) customers, all for less capital investment and less ongoing maintenance costs.

This new urban "commercial hotel" model retained its attraction to both visitors and natives, but sought to provide all customers with value alongside elegance by eliminating unneeded costs. A typical example of this new commercial hotel property type was sited near busy train stations, drawing in tired customers directly from intercity or intercontinental rail travel. It catered not only to the elite but also to the average business and pleasure traveler; no one in search of a meal or a bed who was willing pay, no matter how limited their budgets, was turned away. The architectural excess that festooned large Victorian hotels was replaced on these new hotels with understated but imposing Classical-inspired facades of durable stone, brick, and terra cotta. Lower level public lobbies, dining rooms, and ballrooms were maintained as important guest amenities but only after they were stripped of their outmoded and unmanageable plantings, thick carpets, and heavy furnishings. Centrally-clustered passenger elevators, freight elevators, and stairs made access to upper floors more convenient for guests and staff and maximized the amount of open space available upstairs for paying guest quarters. Sleeping floors were carefully, rationally planned to minimize winding circulation corridors and efficiently group plumbing pipe chases and rambling upstairs suites were eliminated entirely, reduced to efficiently sized, minimally furnished, and affordably priced guestrooms. Overnight guests enjoyed these new comfortably sized private rooms, each with its own private en suite bathroom (shared toilets, lavatories, or bath facilities were not only insufferable to modern travelers but they also took up profitable guestroom space). With improved centralized accounting, purchasing, and staffing practices put into place, the operations of such an effectively planned hotel could be run like a well-designed money-making machine.

So successful were early urban commercial hotels like New York's Hotel Pennsylvania (designed by Warren & Wetmore, completed 1918, extant) and Hotel Commodore (designed by McKim Mead & White, completed 1919, demolished) that many new hoteliers found they could easily expand their newly successful ventures to two or more new hotels. These early chains of large urban hotels were an attractive prospect to potential investors, an impossible notion only a few decades before. The hotel chains that built the Hotel Pennsylvania and Hotel Commodore, the Statler and Biltmore-Bowman companies, themselves became business models for aspiring hoteliers across the country. And when designing their new hotels, these national chains came to solicit the services of only a few trusted and experienced hotel architects, most notably the New York-based firms of Warren & Wetmore, McKim, Mead, & White, and George B. Post, and the Chicago-based firm of Holabird & Roche, all architects whose palatial hotel projects would inspire the work of lesser known architects around the country.¹⁵

¹⁵ Lisa Pfueller Davidson, "Early Twentieth-Century Hotel Architects and the Origins of Standardization," *The Journal of Decorative and Propaganda Arts* (Vol.25: 2005), 72-103; John A. Jakle and Keith A. Sculle, "The American Hotel in Postcard Advertising: An Image Gallery," *Material Culture* (Vol.37, No.2: Fall 2005), 1-25.

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Whereas only 1% of American hotels had chain affiliation in 1900, the extremely profitable business model eventually so proliferated the American market that by 1930 the number of chain hotels had increased fifteen-fold. Though the large national chains were the best known, most hotel chains of the 1910s and 1920s were in fact regional in focus, leaving America's largest urban markets to the nationwide chains and instead directing their investments on mid-size urban markets. Among the most popular regional chains were the Eppley Hotel Company which built nine hotels in Nebraska, South Dakota, and Iowa; the J.B. Pound Hotels with locations in the Southeastern cities of Jacksonville, Savannah, and Chattanooga; and the Texas-based Baker Hotels with locations in Austin, Dallas, Fort Worth, and San Antonio.¹⁶

Another of the most prominent hotel chains in the 1920s American Midwest was the group run by Wisconsin businessman Walter Schroeder. An insurance salesman-turned-hotelier based out of Milwaukee, Schroeder built a collection that included the Milwaukee's Hotel Astor (completed 1922, extant), Madison's Loraine Hotel (completed 1924, extant), Green Bay's Hotel Northland (completed 1924, extant), and Fond Du Lac's Retlaw Hotel (completed 1924) extant), all mimicking the hotels of the larger American chains with their imposing revivalist designs and efficient profit-driven management and spatial organization. And like his East Coast counterparts, Schroeder streamlined the designs of his hotels by repeatedly returning to a small number of architects, particularly to Herbert W. Tullgren of the Milwaukee-based firm of Martin Tullgren & Sons who designed most of his early 1920s hotel projects.

Schroeder's Hotel Northland in Green Bay displays all of the characteristics of successful early twentieth century urban commercial hotel design. Following the model made successful by his East Coast counterparts, Schroeder located his new venture downtown close to the town's largest train station and to prominent local businesses which could be counted on to use the hotel's public facilities. Though Tullgren dressed the Hotel Northland with festive Tudor Revival Style decorative features based loosely on medieval English architecture, the hotel's simple visual organization with its tripartite massing, flat roofline, and simple use of brick, stone, and stucco followed the aesthetic of restraint and thrift popular in contemporary hotel design. Inside, the hotel's primary lower level public spaces were furnished with modest wood paneling, simple plaster ceiling decoration, modest, sturdy electric chandeliers, and durable, easily maintained mosaic tile floors. The upstairs ballroom, lounge, and dining rooms, easily accessed and serviced by nearby stairs and elevators, were more ornately decorated with Classical-inspired plaster wall and ceiling paneling but still displayed a hard-wearing mosaic tile floor (now covered over) and the overriding principle of elegant simplicity. Lining narrow double-loaded corridors, guestrooms on the upper seven floors each had their own private lavatory, toilet, and bath, making the Hotel Northland both the most stylish and the most modern of Green Bay's hotels of the day.

¹⁶ Davidson, 79.

John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers, The Motel in America (Baltimore: Johns Hopkins University Press, 1996), 122-123.

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History of the Hotel Northland

Having already built a large hotel in Milwaukee and initiated planning for at least two more hotels in Wisconsin's other urban centers, Walter Schroeder began inquiries for hotel opportunities in Green Bay in the early 1920s after being approached by local insurance and real estate dealer C.J. Williams. For its new Green Bay location, the Schroeder-owned Hotel Wisconsin Company chose a large empty downtown site at the northeast corner of Pine and Adams streets formerly the homestead of the locally-prominent Hagemester family. The property's location, set amid Green Bay's growing downtown business district and only four blocks from the Chicago & NorthWestern Railroad Depot built across the Fox River in 1898, was optimal for attracting both local clientele and out-of-town visitors. Schroeder tapped Herbert W. Tullgren of Milwaukee-based architects Martin Tullgren & Sons to design the structure. By 1923, the hotel's eight-story steel and concrete framing began to rise on the site, so high it was reported that it prompted a short dispute over the city's building height law. The hotel, which Schroeder named the Northland, cost \$1,000,000 to build and was completed in late March of 1924.¹⁷

On the night of Friday, March 21, 1924, the Hotel Northland celebrated its opening by hosting an inaugural ball for hundreds of Green Bay citizens and trainloads of out-of-town visitors. The Green Bay Press-Gazette covered the opening of the new Hotel Northland as a major civic event, filling the front pages of its dailies with stories praising the new hotel's owner and architects, its lavish interiors and its modern plumbing, its refrigeration and radiator systems, its plaster work, and even its new phone number. The Hotel Northland, the Press-Gazette declared, was "the finest hotel in Wisconsin, outside of Milwaukee [, ... the] largest, most modern in appointments, and most sumptuously furnished... Even in the state's metropolis [Milwaukee] there is no hotel that has anything to compare with the Northland ball-room, it is said, while its guest-room, dining room, kitchen, and other equipment is second to none."¹⁸

Hotelier Walter Schroeder began his visitors' luxurious experience of the Hotel Northland before they arrived at its door. Those arriving in Green Bay by train were met at the Chicago & NorthWestern Depot by a fleet of Yellow Cabs retained specifically to convey guests and their luggage four blocks east across the Fox River to the Hotel Northland and its expectant staff. Entering by the Pine Street entrance under a shimmering, lit steel canopy, visitors to the Hotel Northland found the "spacious lobby with its tile floor, walnut pillars and ceiling beams and panel ceiling." Beyond the lobby, visitors found a check-in desk with key racks and telephone switchboards, an in-house barber shop and manicurist, a dining room and restaurant, and later a bar. Ascending either by a grand stair or by the "fast passenger elevators" up to the second level, guests found four private dining rooms decorated in "Pompeian, Italian, English, and Colonial" styles. The centerpiece of the Hotel Northland was its second level ballroom, later named the "Crystal Ballroom," a two-story high space "finished

¹⁷ "Green Bay's \$1,000,000 Hotel," Green Bay Press-Gazette (March 20, 1924), 1.

"Williams Was Big Factor in Getting New Hostelry Here; Green Bay Real Estate Man Interested Hotel Realty in Project," Green Bay Press-Gazette (March 20, 1924), 1.

"New Hostelry Most Modern in Wisconsin; Nothing in State to Compare with \$1,000,000 Structure Here; Ball and Dining Rooms Unsurpassed," Green Bay Press-Gazette (March 20, 1924), 1.

¹⁸ "Northland Holds Formal Opening Friday Evening," Green Bay Press-Gazette (March 20, 1924), 1.

"New Hostelry Most Modern in Wisconsin."

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in cream, with tile floor and white ceiling.... Handsome lighting fixtures bearing a great number of small frosted globes in candelabra mounts furnish illumination which shows off the great height and size of the room to best advantage.” On the six upper floors, each of the hotel's 200 guestrooms had its own en suite bathroom with private lavatory, toilet, and bathtub.¹⁹

Through the 1920s, the elegance and modern the Hotel Northland continued to inspire optimism in Green Bay's prospects for growth and was seen by many as “an indication of the progressiveness of the city [...and] visible evidence not only of the growth which Green Bay has enjoyed but of the growth it is destined to enjoy.” The hotel mogul Walter Schroeder had chosen Green Bay for its “strategic position as a center of commercial and pleasure travel” and now his new hotel had become “one of the most important places in the city, not only as a business house but as a social center.” After the city's railroad stations, the Hotel Northland would serve as Green Bay's primary public face and “the most intimate point of contact between Green Bay and the outside world. The impression received in the hotel will reflect on the city at large, and will be what the stranger receives when he leaves.”²⁰

For over fifty years after its construction, the Hotel Northland served as Green Bay's largest and finest hotel and hosted several prominent dignitaries on their visits to the city including Lon Chaney, Eleanor Roosevelt, John F. Kennedy and Jacqueline Kennedy, Robert Kennedy, Richard Nixon, Adlai Stevenson, and Eugene McCarthy. As the city's largest hostelry, the Hotel Northland also witnessed the rise in popularity of the Green Bay Packers football team founded in 1919 and being one of Green Bay's primary social centers played a major role in events surrounding the development of Green Bay's popular football culture. The Hotel Northland hosted a National Football League (NFL) conference in 1927 and served as NFL headquarters during three Green Bay-hosted championships in 1961, 1965, and 1967. They hosted a Packers training camp in 1950 and in 1959 was the setting of one of famed Packers head coach Vince Lombardi's earliest press conferences. The Hotel Northland served temporarily as the home of Curly Lambeau, founder of the Green Bay Packers, and several Packers players. The hotel also housed thousands of visiting football supporters, players, and coaches during its operation as a hotel from 1924 until 1972.²¹

An east addition was completed in 1947 at a cost of \$195,000, adding 100 guestrooms. An Art Deco marquee of painted metal was added over the Adams Street entrance in the mid-twentieth century; today the marquee is clad in painted steel. The late Walter Schroeder's estate sold the Hotel Northland in 1972 to Northland Innkeepers, Inc., who converted the building into a mixed-use apartment building renamed the Port Plaza Inn. Seven years

¹⁹ “Taxi Fleet of Northland Has 8 Yellow Cabs,” Green Bay Press-Gazette (March 20, 1924), 1.

“Reeke Placed Five Miles of Pipe in Hotel; Contractor Praises Subaltern For Excellent Work on Contract,” Green Bay Press-Gazette (March 20, 1924), 1.

²⁰ “New Hostelry Most Modern in Wisconsin.”

“Big Hotel Makes Valued Addition to Civic Growth; In Point of Contact With Outside World; Business and Social Center,” Green Bay Press-Gazette (March 20, 1924), 1.

²¹ Michael Iwinski, “National Register Questionnaire for Port Plaza Towers, 304 N. Adams Street, City of Green Bay, Brown County, WI” (October 22, 2009).

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later, the building underwent conversion into a residential facility for low-income elderly and disabled and was renamed Port Plaza Towers.²²

Herbert W. Tullgren (1889-1944)

Herbert Wallace Tullgren, the architect of Green Bay's Hotel Northland, came from a family of architects and builders and followed his Swedish-born father Martin Tullgren (1858-1922) and his Chicago-born brother Minard (1887-1928) into the family business of architectural design and development. Born in Chicago in 1889, young Herbert moved with his family to the Arizona Territory, then to Milwaukee, Wisconsin, and was sent to Virginia's Staunton Military Academy in 1905. After returning to Wisconsin in 1908, nineteen-year old Tullgren embarked on his only architectural education – working as a draftsman in his father's Milwaukee-based firm of Hood & Tullgren. Three years later, father Martin and sons Minard and Herbert went into business together, establishing Martin Tullgren & Sons. Martin Tullgren oversaw the venture until his death in 1922 at which time Minard assumed management of the Tullgren firm.

Under Martin's and continuing under Minard's leadership, the Tullgren family firm maintained a reputation throughout the 1910s and 1920s for their school and church designs but also as foremost architects and developers of some of Milwaukee's most prominent apartment buildings including the George Watts and Son Building at 761 N. Jefferson St. (completed 1925) and the Bertelson Building at 2101 N. Prospect Ave. (completed 1927, extant). The Tullgrens were also well-known architects of luxury hotels across Wisconsin, including Milwaukee's Hotel Astor at 924 E. Juneau (completed 1922, extant), Madison's Loraine Hotel at 123 W. Washington Ave. (completed 1924, extant), Green Bay's Hotel Northland at 304 N. Adams St. (completed 1924, extant), and Fond Du Lac's Retlaw Hotel at 1 North Main Street (completed 1924, extant), all designed for the state's most successful 1920s hotel magnate Walter Schroeder.

After the death of his brother Minard in 1928, Herbert W. Tullgren assumed control of the business, eschewing the Revival Style designs preferred by his father and brother and becoming well-known in his own right for some of Wisconsin's best Art Deco Style works. Tullgren's best-known designs from his later years include the Viking Apartment Building at 1717 E. Kane Place (completed 1931, extant), the Hathaway Tower at 1830 E. Kane Place (completed 1931, extant), the Milwaukee Western Fuel Company Building at 2160 N. Prospect Ave. (completed 1934, extant), the Scottish Rite Consistory at 790 N. Van Buren (completed 1936, extant), the Badger Mutual Insurance Company at 1635 W. National (1937), and the 1260 Apartments at 1260 N. Prospect Ave. (completed 1939, extant), all in Tullgren's home city of Milwaukee.

Herbert W. Tullgren was a member of the American Institute of Architects, the State Association of Wisconsin Architects, and the Milwaukee University Club. He died at age fifty-four in 1944.²³

²² "National Register Questionnaire for Port Plaza Towers."

²³ Brian Wishne, *The Architecture of Herbert W. Tullgren* (n.p., n.d.); 1900 U.S. Census - Prescott, Yavapai, Arizona Territory. http://search.ancestry.com/iexecctx=View&r=an&dbid=7602&iid=004113685_00608&fn=Minerd+S&ln=Tullgren&st=r&ssrc=&pid=35110796; Howard Needles Tammen & Bergendoff and Timothy L. Heggland, *Green Bay Intensive Resource Survey Final Report: Prepared for the City of Green Bay Redevelopment Authority* (December 1988), 30; "Tullgren, Widely Known Architect, Dies in Milwaukee," *Wisconsin Rapids Daily Tribune* (February 23, 1944), 1.

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Tudor Revival Style

The largely unaltered exterior of the Hotel Northland is an excellent intact example of early twentieth century Tudor Revival Style architecture. This popular period revival style became popular among British architects in the mid-nineteenth century who incorporated decorative elements of medieval and early modern English architecture into primarily small-scale residential projects. The popularity of the style expanded among American residential architects in the late nineteenth century who applied to their designs historic English elements including steeply pitched roofs, tall chimneys, wood and stucco half-timbering, elaborate brickwork, and small-paned window glass. The Tudor Revival Style remained a popular American building style through the 1930s, becoming a common component of the American architect's palette during the economically prosperous 1920s.

Though the Hotel Northland's flat-roofed palazzo-inspired tripartite massing was a popular modern method for organizing the facades of tall buildings, architect Herbert W. Tullgren's use of both masonry and stucco on the primary south and west elevations distinctly reference English Tudor construction. The application of stone quoining, quoined arches, balconettes, and crenellated parapets also fancifully recall medieval English architecture. The Tudor inspiration is also seen inside the first floor lobby in the wood wall paneling that lines the space. The plaster wall and ceiling decoration in the Hotel Northland's most intact public space, the mezzanine level ballroom, shows not a Tudor but a Classical influence, displaying not only Tullgren's versatility as an architect but also the varied architectural tastes of the hotel's builder, Walter Schroeder, and of the public for whom the hotel was built.

Conclusion

With its intact monolithic Period Revival facades and ornate interior public spaces, Green Bay, Wisconsin's Hotel Northland continues to display character-defining elements that make it locally significant under National Register Criteria A and C. Built in 1924 at the height of Green Bay's economic and cultural importance, the Hotel Northland was the city's largest hotel and a major civic landmark both for out-of-town visitors and local residents alike. Designed by prominent Milwaukee architect Herbert W. Tullgren, the Hotel Northland also represented a major investment in Green Bay by well-known Wisconsin hotelier Walter Schroeder and continues to express the elegance, efficiency, and affordability characteristic of the 1920s urban commercial hotel property type.

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Verbal Boundary Description:

The boundary corresponds to the legal parcel associated with the hotel: Beginning at the Southwest corner of Lot 72 at the recorded plat of "Plat of Navarino"; thence N25°55'08"E, 132.42 feet along the Easterly right of way of North Adams Street; thence S64°05'05"E, 159.55 feet; thence S25°55'30"W, 132.40 feet; thence N64°04'35W, 159.54 feet along the Northlerly right of way Pine Street to the point of beginning.

The boundary also includes the area corresponding to the large awnings that project over the public sidewalk at the main entrances to the building.

Boundary Justification:

The building boundaries of this nomination encompass the entire parcel of land associated with the Hotel Northland in Green Bay, Brown County, Wisconsin. Ground level canopies that extend from the building out over the public way are historic and are included in this nomination.

Along the Hotel Northland's east elevation, a non-historic 1970s glass-enclosed pedestrian bridge spans the east alley, crossing the Hotel Northland's property boundary and connecting it to an adjacent non-historic parking structure. This pedestrian bridge is non-historic and is not included in this nomination.

Non-historic planters along the public sidewalk lining the Hotel Northland's south and west elevations are not included in this nomination.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 1

Hotel Northland
Green Bay, Brown County, Wisconsin

Name of Property:	Hotel Northland
City or Vicinity:	Green Bay
County:	Brown
State:	Wisconsin
Photographer:	Megan Lydon
Date Photographed:	April 2013
Location of Original Digital Files:	MacRostie Historic Advisors 53 West Jackson Boulevard, Suite 1323 Chicago, IL 60604

Description of Photograph(s) and number:

- 1 of 15: West (Adams Street) elevation, looking east
- 2 of 15: Southwest corner and south (Pine Street) elevation, looking northeast
- 3 of 15: North and west elevations, looking southwest
- 4 of 15: North elevation, looking south
- 5 of 15: West elevation, looking east at detail of upper floor
- 6 of 15: Lobby, looking northwest toward non-historic front desk and stair
- 7 of 15: Lobby, looking south toward Pine Street entrance
- 8 of 15: Lobby, looking northwest to the lower Adams Street entrance at the lower left and the mezzanine stair at the center
- 9 of 15: Mezzanine level ballroom, looking north
- 10 of 15: Mezzanine level ballroom, looking southeast
- 11 of 15: Mezzanine level ballroom, looking southwest
- 12 of 15: Second floor ballroom balcony, looking south
- 13 of 15: First floor, typical non-historic office space, looking northwest
- 14 of 15: Typical upper floor corridor
- 15 of 15: Typical upper floor residential unit

United States Department of the Interior
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National Register of Historic Places
Continuation Sheet

Section Figures Page 1

Hotel Northland
Green Bay, Brown County, Wisconsin



Figure 1: Hotel Northland, west and south elevations, circa 1924 (www.ebay.com)



Figure 2: Hotel Northland, west and south elevations, c. 1924 (Neville Public Museum)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 2

Hotel Northland
Green Bay, Brown County, Wisconsin



Figure 3: Hotel Northland, west and south elevations, circa 1940 (www.careyspostcards.com)

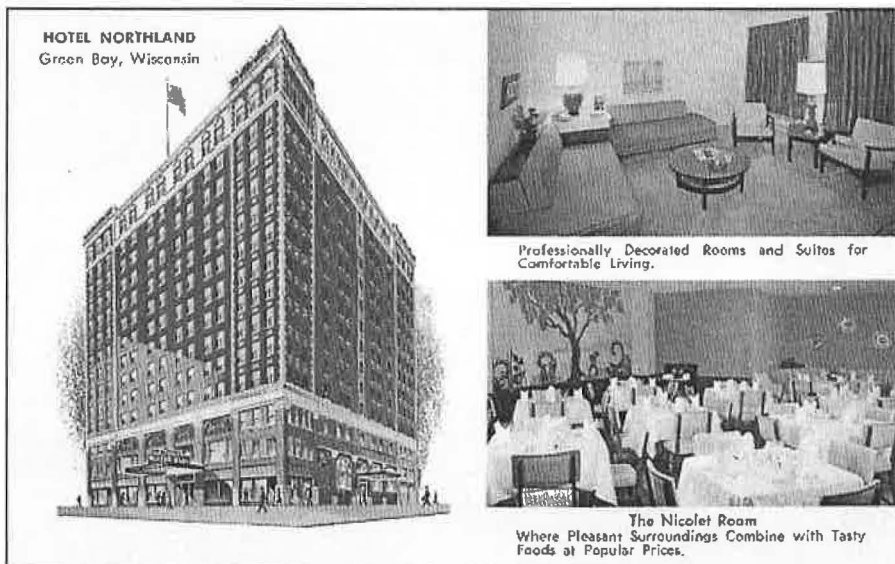


Figure 4: Hotel Northland, west and south elevations and interiors, circa 1960 (www.playle.com)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 3

Hotel Northland
Green Bay, Brown County, Wisconsin

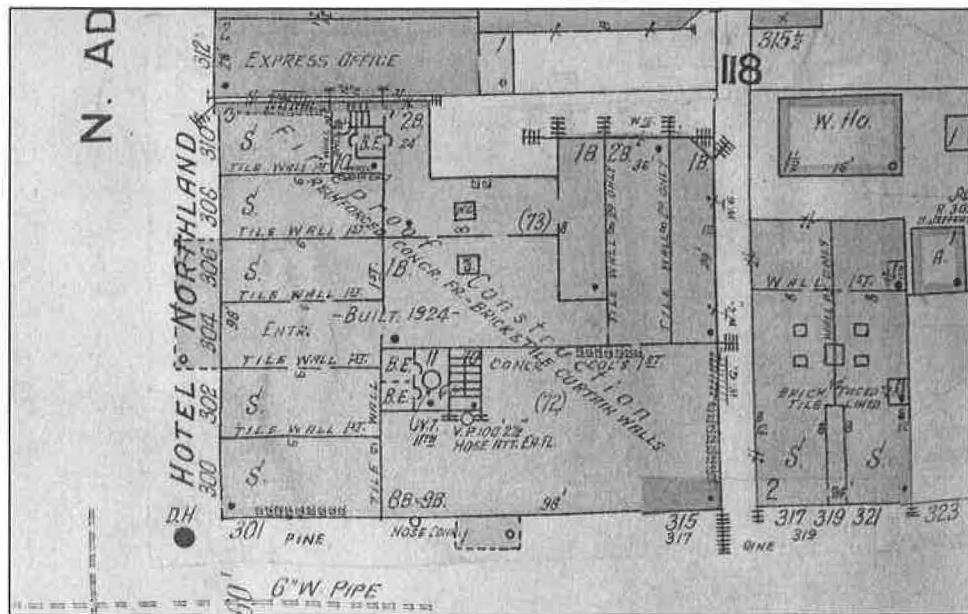


Figure 5: Sanborn Fire Insurance Map of the Hotel Northland, 1932 (Brown County Public Library)



Figure 6: View looking north along Adams Street and south elevation of Hotel Northland c.1960 (Antiquarian Society)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 4

Hotel Northland
Green Bay, Brown County, Wisconsin



Figure 7: Front page of the March 20, 1924 Green Bay Press-Gazette announcing the opening of the Hotel Northland (Brown County Public Library)

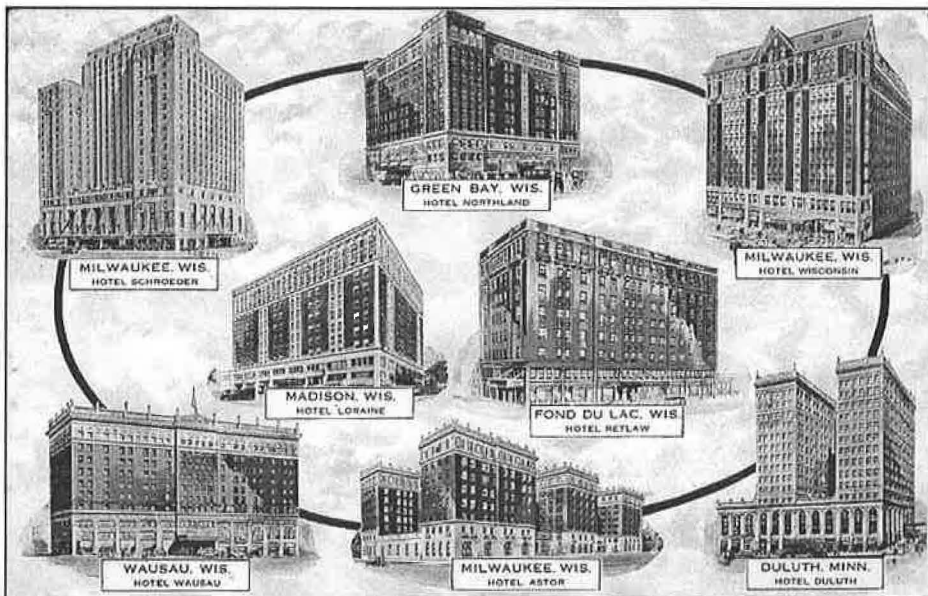


Figure 8: Schroeder Hotels postcard c.1930. The Hotel Northland is at upper center. (www.flickr.com)

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section Figures Page 5

Hotel Northland
Green Bay, Brown County, Wisconsin



Figure 9: Hotel Northland lobby c. 1930 looking northwest to the lower Adams Street entrance at lower left, the mezzanine stair at center, and the mezzanine ballroom beyond (Port Plaza Collection)

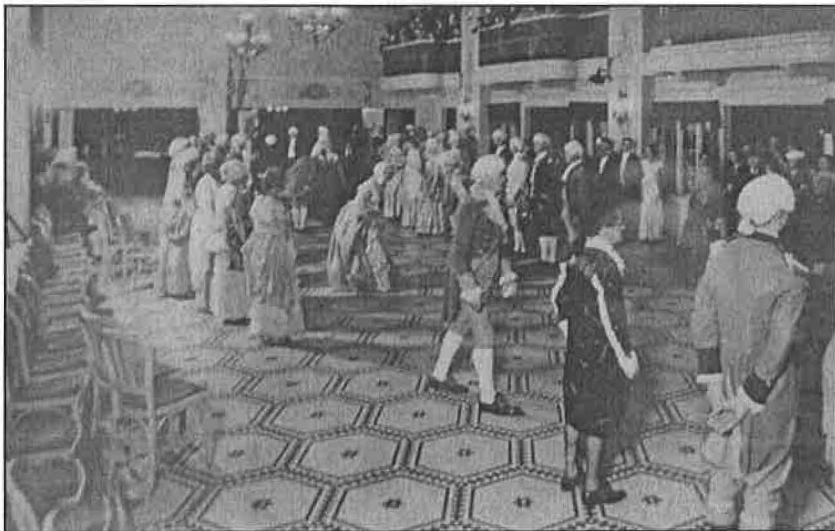


Figure 10: Washington Colonial Ball held in the Hotel Northland Ballroom, February 1932 (Port Plaza Collection)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 6

Hotel Northland
Green Bay, Brown County, Wisconsin

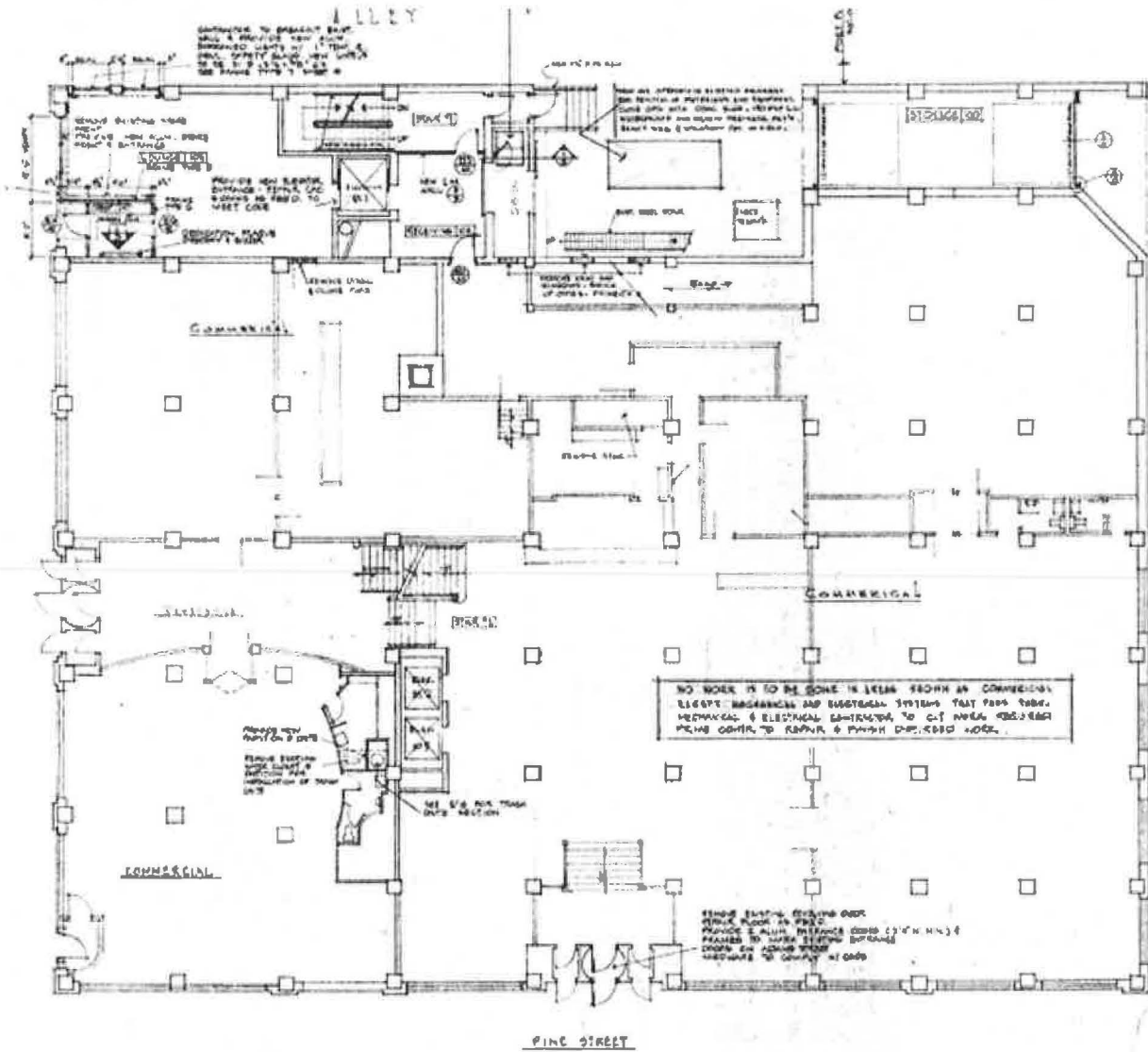


Figure 11: First floor plan

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 7

Hotel Northland
Green Bay, Brown County, Wisconsin

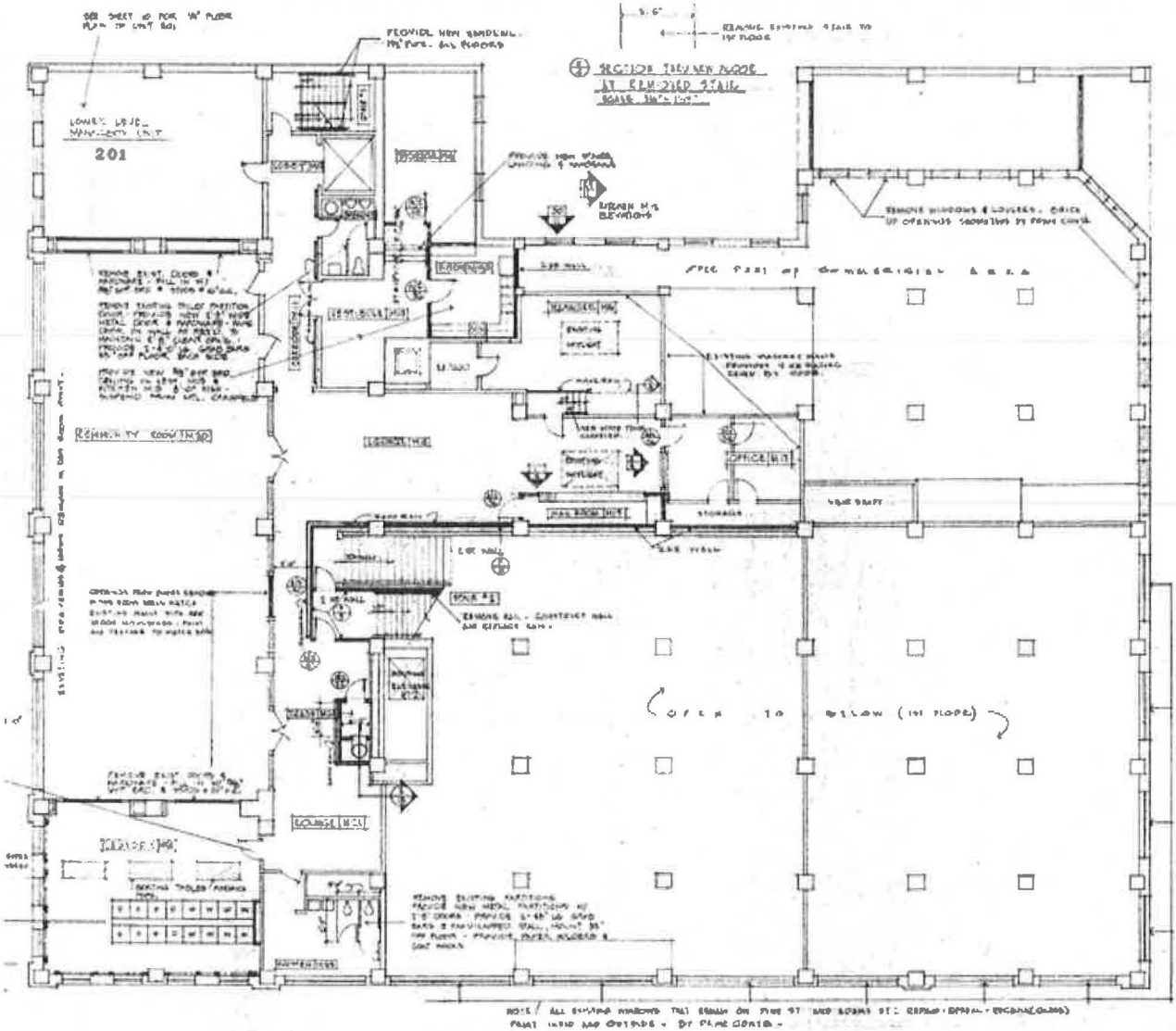


Figure 12: Mezzanine level floor plan

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 8

Hotel Northland
Green Bay, Brown County, Wisconsin

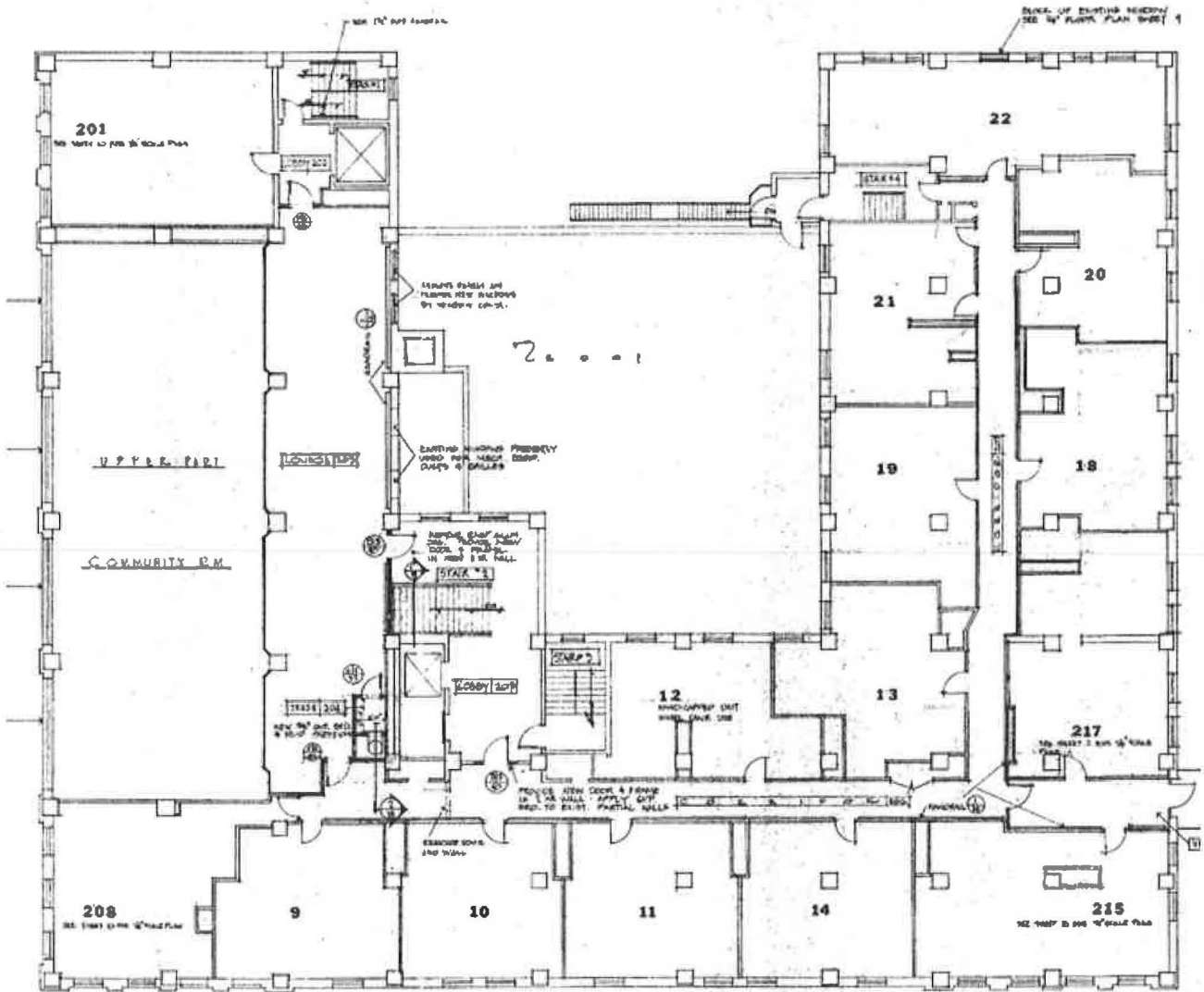


Figure 13: Second floor plan

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 9

Hotel Northland
Green Bay, Brown County, Wisconsin

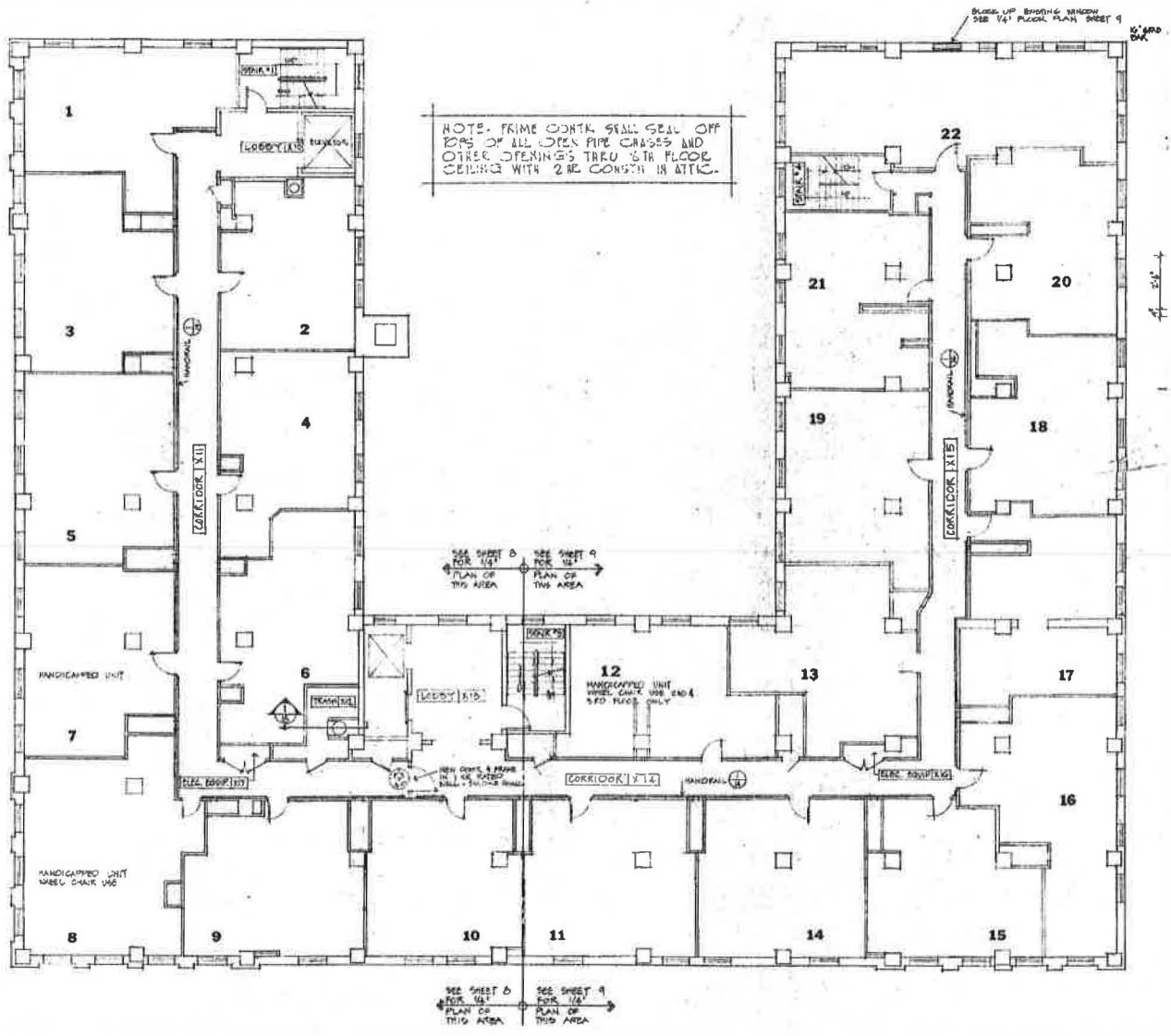


Figure 14: Typical apartment level floor plan

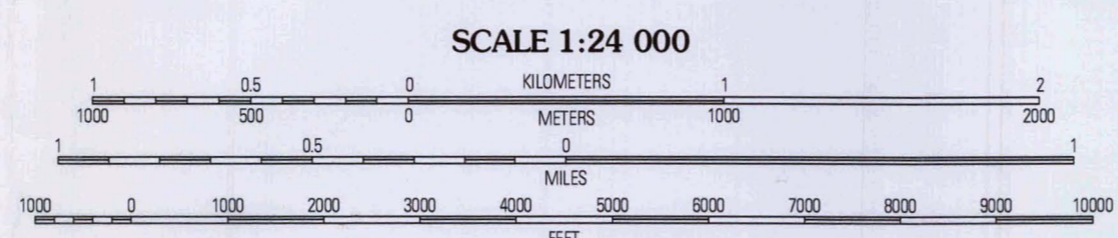


Produced by the United States Geological Survey
North American Datum of 1983 (NAD83)
World Geodetic System of 1984 (WGS84). Projection and
1 000-meter grid: Universal Transverse Mercator, Zone 16T
10 000-foot ticks: Wisconsin Coordinate System of 1983
(central zone)

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
DO	
Grid Zone Designation	18T



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

ROAD CLASSIFICATION

- Interstate Route
- US Route
- Ramp
- State Route
- Local Road
- 4WD

QUADRANGLE LOCATION

Pulsaski	Swamico	Little Tail Point
Onesh North	Green Bay West	Green Bay East
Onesh South	De Pare	Bellevue

ADJOINING 7.5 QUADRANGLES

GREEN BAY WEST, WI
2010

UTM REFERENCE - ZONE 16
EASTING : 419507
NORTHING : 4929665

Handwritten notes:
BROWN CANY
HOTEL NORTHLAND
304 NORTH ADAMS STREET
GREEN BAY, WI 54301



PORT PLAZA TOWERS

Downtown
District



1000
1000
1000



PORT PLAZA TOWERS











*Cocktail
Lounge*

*Dining
Room*

EXIT











EXIT

SMILE

SMILE





UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Hotel Northland
NAME:

MULTIPLE
NAME:

STATE & COUNTY: WISCONSIN, Brown

DATE RECEIVED: 9/13/13 DATE OF PENDING LIST: 9/26/13
DATE OF 16TH DAY: 10/11/13 DATE OF 45TH DAY: 10/30/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000860

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 10-30-13 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.

ERIC GENRICH

STATE REPRESENTATIVE



90th Assembly District

July 29, 2013

RECEIVED

AUG 08 2013

DIV HIST PRES

Wisconsin Historic Preservation Review Board
c/o Daina Penkiunas
Wisconsin Historical Society
816 State Street
Madison, WI 53706

Dear Ms. Penkiunas,

I am writing to express my support for the addition of Hotel Northland to the Wisconsin State Register of Historic Places and the National Register of Historic Places. Hotel Northland, located at 304 North Adams Street in downtown Green Bay, is one of the most prominent structures in the 90th Assembly District. Being built almost a century ago, Hotel Northland possesses a sensational history. Top performers from all around appeared on a regular basis in this establishment's once fine cocktail lounge. Extravagant balls were once held at this hotel. The hotel was also the venue for significant political events, including a visit by President John F. Kennedy.

This hotel's illustrious history deserves to be recognized and remembered. Efforts are well underway to restore the hotel as part of an overall downtown redevelopment strategy, and I believe that official recognition of Hotel Northland on the register of historic places would serve to enhance the successfulness of this effort. Thank you for your consideration.

Sincerely,

Eric Genrich
State Representative
90th Assembly District





WISCONSIN
HISTORICAL
SOCIETY



TO: Keeper
National Register of Historic Places

FROM: Daina Penkiunas

SUBJECT: National Register Nomination

The following materials are submitted on this 6th day of September 2013,
for nomination of the Hotel Northland to the National Register of Historic Places:

1 Original National Register of Historic Places nomination form

 Multiple Property Nomination form

1 CD with electronic images

15 Photograph(s)

1 Original USGS/NOAA map(s)

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

1 Piece(s) of correspondence

 Other _____

COMMENTS:

 Please insure that this nomination is reviewed

 This property has been certified under 36 CFR 67
 The enclosed owner objection(s) do _____ do not _____
constitute a majority of property owners.

 Other: _____