

District Survey Form

JUL 30 1985

1 DISTRICT CONCORDIA HISTORIC DISTRICT		SURVEYOR DCD	SHSW STAFF
CITY Milwaukee	COUNTY Milwaukee	SURVEY West Side	DATE Spring, 1984

FILM ROLLS/NEGATIVES

See Attached

STREETS:	NUMBERS:	STREETS:	NUMBERS:
See Attached			

2 BOUNDARY DESCRIPTION

The boundaries of the Concordia Historic District are described as follows: Beginning at the intersection of the centerline of North 27th Street and the north property line of 2700 West State Street; then south to the centerline of West State Street; then west to the east property line of 2715 West State Street; then south to the centerline of West Richardson Place then west to the alley between North 27th and North 28th Streets; then south to the centerline of West Kilbourn Avenue; then west to the east property line of 2813 West Kilbourn Avenue; then west along the south property of 2813, 2825 and 2835 West Kilbourn Avenue and 842 North 29th Street to the intersection of the centerline of North 29th Street; then west along the south property line of 834 North 29th Street to the east property line of 2923 W. Kilbourn Avenue then north to the (Continued)

3 BOUNDARY JUSTIFICATION

The district has been defined as a neighborhood of late nineteenth and early twentieth century residences that developed around and near the Concordia College campus. Encompassing a large area that is generally between North 27th and North 35th Street and Wells Street and Highland Blvd., the district is bounded on all four sides by changes in land use and character. To the east is North 27th Street, a commercial artery of shops, service stations and fast food restaurants; to the south is Wells Street which has been redeveloped into a street of apartment buildings to the west is North 35th St. (Continued)

4 SOURCES OF INFORMATION

- A. Casper, C.N. Official Quarter-Section Atlas of the City of Milwaukee. Milwaukee: C.N. Casper Company, 1906.
- B. City of Milwaukee Building Permits
- C. Gurda, John. The West End. Milwaukee: Milwaukee Humanities Program, University of Wisconsin Board of Regents, 1980.
- D. Kuhm, Herbert W. "Dr. Robert J. Faries: Pioneer Milwaukee Dentist." Historical Messenger, XXXIII (Spring, 1976), 2-9.
- E. Milwaukee City Directories, 1848-1935.

5 MAP REFERENCE

Acreage: 38.6 acres

USGS quad: SW/4 Milwaukee 15min.
scale: 1:24,000

UIM references:	
	H.16422020/4765700
A. 16422820/4765930	I.16422090/4765700
B. 16422820/4765660	J.16422090/4765900
C. 16422700/4765660	K.16422150/4765900
D. 16422700/4765590	L.16422150/4765500
E. 16422110/4765590	M.16422240/4765950
F. 16422110/4765630	N.16422240/4765890
G. 16422020/4765630	O.16422360/4765890 P.16422360/4765930

6 OPINION OF NATIONAL REGISTER ELIGIBILITY

date: 10/84 initials: DCD

- eligible not eligible unknown
 national state local



HISTORIC PRESERVATION DIVISION
STATE HISTORICAL SOCIETY OF
WISCONSIN

Rec'd JUN 27 1985

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Boundary Description Continued:

centerline of Kilbourn Avenue; then west to the east property line of 3005 West Kilbourn Avenue; then south to the alley; then west to the centerline of North 32nd Street; then south to the north property line of 3210 West Wells Street; then West along this line to the centerline of North 34th Street; then north to the alley; then west to the centerline of North 35th Street; then north to the centerline of West Kilbourn Avenue; then east to the centerline of North 35th Street; then north to east-west alley; then west to the north-south alley; then north to the north property line of 959 North 34th Street; then east to the centerline of 34th Street; then north to the centerline of West State Street; then east to the west property line of 3312 West State Street; then north to the north property line of 1023 North 33rd Street; then east to the center line of 33rd Street; then south to the centerline of State Street; then east to the west property line of 3120 West State Street; then south to the north property line of 2706 West State Street; then east to the point of beginning, in the City of Milwaukee, Milwaukee County, Wisconsin.

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Boundary Justification Continued:

a major four lane commercial artery; and to the north is Highland Boulevard, a street of mansion-scale residences that differs greatly in historical and architectural character from the Concordia District.

SOURCES OF INFORMATION (Continued)

- F. Milwaukee County Historical Society-Library, Milwaukee, (unidentified newspaper clipping on Elsa Ulbricht.)
- G. Milwaukee County Historical Society-Iconography collection.
- H. Milwaukee Historic Preservation Commission, Department of City Development, Milwaukee (unpublished research files).
- I. Milwaukee Society Blue Books, 1896-1911.
- J. Rascher Fire Map Publishing Company. "Rascher's Fire Insurance Maps of the City of Milwaukee," Chicago, 1888.
- K. Sanborn and Perris Map Company. "Insurance Maps of Milwaukee." 1894, 1910.
- L. Still, Bayrd. Milwaukee, The History of a City. Madison, Wisconsin: The State Historical Society of Wisconsin, 1948. pp. 317, 516, 522-32.
- M. Sueflow, Roy A. Walking with Wise Men, A History of the South Wisconsin District of the Lutheran Church - Missouri Synod. Milwaukee: South Wisconsin District of the Lutheran Church - Missouri Synod, 1967.
- N. _____ . A Plan for Survival. New York: Greenwich Book Publishers Inc. 1965
- O. Zimmermann, H. Russel. "Hero's Old Country Home Now on Inner City's Edge, Milwaukee Journal. April 28, 1968.
- P. _____ . "117 Year Old Mansion Here Built by First Dentist in State," Milwaukee Journal. May 5, 1967.

7 Description

General character, building types, styles, environment, important natural and man-made features, qualities that distinguish district from surroundings, nature of intrusions and generally excepted properties.

CONCORDIA HISTORIC DISTRICT

General Character

The Concordia Historic District is a residential neighborhood that includes most of the area between North 28th Street and North 34th Streets, and West Kilbourn Avenue and West State Street. Located in the west-central part of the survey area, it is bounded on all sides by changes in building character and land use. Within the district's boundaries are a diverse mix of residences that represent a broad range of development patterns from the pioneer period of settlement to the pre-World War I streetcar suburbs. At the geographical center of the district is the campus of Concordia College, encompassing over forty-three acres and including all of the historic campus buildings still extant.

In form, the district is a series of irregular blocks of varying sizes that do not always conform to the surrounding street grid. This was a result of various internal and external improvements that largely happened before the establishment of the subdivision code in 1856. In the eastern part of the district, a vestige of the Watertown Plank Road remains as West Richardson Place between North 27th and North 29th Streets. The plank road originally coursed an angular path across the district to the point where State St. now intersects North 35th Street. The blocks formed along Richardson Place are multi-sided polygons of different shapes and sizes. In the north part of the district, State Street borders exceptionally long blocks with few cross streets. This complemented the development of Highland Boulevard directly north of State Street by creating a barrier between it and the Concordia area by purposely omitting all cross streets except for North 29th and North 33rd Streets, and to enhance its exclusive self-contained quality. This was done to create estate size lots for the wealthy residents who built mansions along Highland Blvd. In the center of the Concordia District is the former residence of Dr. Robert Faries. His estate originally covered almost all of the block between North 29th and North 31st Streets, and Kilbourn Avenue and West State Street. When subdivided for residential development, the estate was left largely intact with a "super" block created in this part of the district. Adjacent to the Faries House is the original Concordia College campus site, originally occupying six acres between Kilbourn, State, 31st and 32nd Streets. As the campus expanded both 32nd Street and Kilbourn Avenue were abandoned and the land added to the campus further disrupting the street pattern. The western part of the district reflects the traditional street grid and block formation that was associated with most of the West Side. Platted in 1885 as Edgewood's Subdivision, the area between 32nd, 35th Wells and State Streets followed the standards of the city's early subdivision code.

The district is residential in character and consists of 180 buildings. There are 157 structures that were all originally built as single-family, duplex or multi-flat houses, six carriage barns, four school buildings and three apartment buildings. There are ten non-contributing buildings that consist of five apartment buildings, four school buildings and one church. There are also seven vacant lots scattered throughout the district. The dominant building form is the frame residence, two and one-half stories in height. There are also a significant number of masonry buildings in the district including the earliest pioneer residences, elegant Victorian mansions of the 1890s, academic buildings of the college, and period revival houses of the early twentieth century.

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General Character Continued:

The district varies in density. The areas in the east and west parts of the district are the most densely built with fairly consistent lot sizes, setbacks and spacing between the houses. The structures tend to occupy a large portion of the lot with small front yards and little or no side yards. Landscaping is at a minimum and is usually limited to foundation, plantings, hedges and trees. In most cases at the rear lot is a garage, but sometimes a carriage barn, that is accessible from an alley. The Concordia College campus offers great expanses of open space creating a park-like setting in the midst of the neighborhood. This is the least dense part of the district. A dramatic vista in the district is the view of the Faries House from State Street. Sited almost 250 feet from the street, the grounds of the former estate have had little development resulting in an obstructed view of the house.

Architectural Character

The architectural character of the district is largely determined by a broad range of residential forms and styles that were in use from the mid-nineteenth century to the early 1920s. Because the district's primary period of development lasted almost 75 years, the styles represented are quite diverse. The period of most intensive construction was from 1890 to 1920. During this time a substantial number of Queen Anne style residences were built along with examples of the Colonial Revival, German Renaissance Revival, Shingle, Prairie and Arts and Crafts styles. A large number of the residences were designed by well-known Milwaukee architects whose expertise is exhibited in the high quality of the craftsmanship and materials. These factors produced a neighborhood of distinctive residences that were occupied by business executives, professionals, and civic leaders of the day. The exception to the residential development in the district are the academic buildings on the Concordia College Campus. Representing the largest buildings in the district, they are examples of early twentieth century school design that relied heavily on the Neoclassical and Collegiate Gothic styles.

Prior to the intensive period of construction there existed in the district a small number of residences. The earliest of these were pioneer country estates built between 1850 and 1870. The Dr. Robert S. Faries House (c.1850, 1863) at 3011 W. State St. (MI 124-8) is an Italian Villa of load-bearing cream brick construction. It is believed that Faries purchased an existing Greek Revival farmhouse about 1850 and raised its low hipped roof to its present appearance. The third owner, Philetus Yale, built the five-story tower and added the west wing and dormers in 1863. A later residence from this period is the Colonel Theodore Yates House (1868) at 2710 West State Street (MI 109-23). It was designed in the Gothic Revival and characteristic of the style is its steeply pitched center gable and pointed-arched windows and label moldings. These are the only two residences from the early period of settlement that remain in the district.

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Architectural Character Continued:

In the 1880s intensive residential construction began and, with the exception of a few non-descript cottages, all of the dwellings were substantial frame Queen Anne Style houses. Their asymmetrical forms were highly decorated with fish scale shingles and embossed panels. Examples of this are the Quincy Matthews house (1888) at 2824 West State Street (MI 109-12) and the Frederick Follner House (1888) at 933 North 34th Street (MI 117-34). One residence in the district that departed from the Queen Anne during this period was the Bernhard Eiring House (1888) at 2825 West Kilbourn Avenue. This is a robust example of the Victorian Romanesque with a broad round arched entry porch of rock-faced, cut-stone and a highly embellished front gable with half-timbering and scroll work.

During the 1890s almost half of all the residences in the district were built. House design was in transition with a greater emphasis on less decorated wall surfaces and an infusion of Colonial Revival details applied to traditional Queen Anne houses of the 1880s. Examples of this are the Emil Schucht House (1891) at 851 North 29th Street (MI 116-20); the Charles T. Wettstein House (1892) at 836 North 34th Street (MI 120-12); and the Albert Bublitz House (1894) at 3019 West Kilbourn Avenue (MI 125-7). In the second half of the decade wall surfaces became simplified and porches with classical order columns and pedimented window caps began to appear, along with the corner turret. Examples of this were the Emil Juergens House (1894) at 2801 West State Street (MI 124-22); the George Poppert House (1897) at 2723 West State Street (MI 124-26); and the Martin L. Schultz House (1897) at 937 North 33rd Street (MI 117-17).

Also beginning in the 1890s, the Colonial Revival emerged as a style of its own. The style is represented by the Fred Hunt House (1895) at 953 North 33rd Street (MI 117-20) and the Edward Niedecken House (1905) at 2930 West State Street (MI 109-11). As a sub-style of the Colonial Revival, the Shingle Style is also represented in the district by the Abram Bancker House (c. 1894) at 936 North 31st Street (MI 119-35). An exception to the general norm is the eclectic German Renaissance Revival Ernst Pommer House (1895) at 3035 West Kilbourn Avenue (MI 125-11), a highly decorated residence with Flemish gables trimmed in terra cotta.

In the last significant period of residential development from 1900 to 1920, the district was built with houses that exemplified the Prairie and Arts and Crafts styles. Those residences influenced by the Prairie Style have hipped roofs with broad overhanging eaves with banded windows and full porches across the front. The style is represented in the district by a residence (1910) at 2928 West State Street (MI 109-5). Arts and Crafts Style houses in the district have tall, verticle proportions with little or no adornment to the facades that are covered with a variety of materials that include masonry, stucco and wood. Examples of this are M.A. Kleinsteuber House (1910) at 2920 West State Street (MI 109-6); the Dr. Phillip Rogers House (1908) at 825 North 33rd Street (MI 117-12); and the Dr. M.A. Barndt House (1905) at 831 North 33rd Street (MI 117-13).

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The architecture of Concordia College exemplifies the Collegiate Gothic and the Neo-classical styles. These styles were extremely popular and were used extensively on college campuses from about 1900 until shortly after WWII. Those buildings at Concordia in the Collegiate Gothic were simplified versions of the style, constructed of dark red brick and trimmed with Indiana limestone. These included the Refectory (1925) (MI 120-34), Wundar Dormitory (1925) (MI 124-6) and the Gymnasium (1930) (MI 120-37). Another campus building, the Library (1941) (MI 120-35) is included as an excepted property to the fifty year minimum rule. This structure was the first major library building built on the campus and served in this capacity until the school closed at this site in 1983. Designed in the Neoclassical, this building is also of red brick with limestone trim and the main facade is articulated by colossal pilasters which carry a full entablature and pediment.

The oldest campus building is the Concordia College Classroom buildings (1900) (MI 121-6) a two story, rectangular, brick, Beaux Arts structure with a large central block flanked by two smaller wings. It was built in 1900 and was designed by Milwaukee architect Eugene R. Liebert. The ground floor has rectangular windows and rests on an elevated basement story whose south face is stone veneered. Pencilled rustication and a strong cornice distinguish the ground floor from the second story. The second level features round-headed windows on each wing and in the central block. These latter rise an extra half story higher than those in the wings and are filled with leaded glass. This area housed the school's assembly hall. A series of six medallions, a modillioned cornice and a frieze with inscription "A.D. Concordia College 1900" completes the ornamentation of the second story. The entrance is located in the central block and is flanked by two free-standing Roman Doric columns which support a full entablature the frieze of which features medallions and triglyphs. A palmette finial crowns the abbreviated pediment. Lanterns crown each of the wings. The hipped roof is tile.

8 Significance

Areas of significance

architecture: Nineteenth Century-
early Twentieth Century

history: development of a residential
area associated with significant
education persons

Period of significance: 1850-1930

Historical development and statement of significance.

Statement of Significance

The Concordia Historic District is significant for both its architecture and historical associations. The district includes many high style nineteenth and early twentieth residences designed by Milwaukee's leading architects exhibiting high quality craftsmanship and materials. Historically the district was the residence of prominent Milwaukeean whose civic, business and artistic contributions greatly enhanced the development of the city during the district's period of significance. Also the district is significant for education as the former site of Concordia College, a Missouri Synod Lutheran School. This College, as that synod's only institution of higher education in the state, was one of several colleges that contributed to Milwaukee's reputation for quality advanced education.

Architectural Significance

The majority of the residences in the district were designed in variations of the Queen Anne Style. The three finest high style Queen Anne residences in the district are among the best examples in the city. They are large, assymetrical, frame structures that exhibit complex massing and a multiplicity of ornament materials. The Quincy Matthews House (c.1888) at 2824 West State Street (MI 109-12) and the Emil Schucht House (c.1891) at 851 North 29th Street (MI 116-20) are virtually in their original condition having retained all of their major features and ornamentation as is. The third example, the Albert Bublitz House (1894) is at 3019 West Kilbourn Avenue (MI 125-7).

In addition to these three excellent examples of high style Queen Anne design, there is a large body of similar quality residences that are also in a fine state of preservation and significantly contribute to the district's architectural integrity. These structures are either representative of the Queen Anne style or are transitional designs that ecletically combine Queen Anne forms with Colonial Revival features. The Miss Deborah A. Brown House (1892) at 2726 West State Street (MI 109-19) and the Charles A. Miller House (1891) at 3037 West Kilbourn Avenue (MI 125-15) represent the more typical Queen Anne houses that were built in the district in significant numbers during the early 1890s. The Miller House was designed by the architectural firm of VayRyn, Andree and Lesser and is a massive frame residence with a corner turret. The Brown House is of particular note, because it is a rare extant example of a work by architect James Douglas.

A prolific designer of the mid-nineteenth century, Douglas was known for his elaborate residential commissions for the city's best families. Almost all of his works have been demolished and the Brown House is one of only about six remaining in the city.

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Among those residences with Colonial Revival features are the George J. Davies house (1894) at 2834 West Kilbourn Avenue (MI 109-32) and the Martin L. Schultz house (1897) at 937 North 33rd Street (MI 117-17). The Davies house, designed by the firm of Charles D. Crane and Carl C. Barkhausen, is one of the few masonry residences in the district. Crane and Barkhausen were both apprenticed to Edward Townsend Mix and formed a partnership in 1888 which lasted for 14 years. They were responsible for many other residences on the West side including the Trimborn Row House and Joseph Breslauer House in the Kilbourn Avenue Row House Historic District; and the A.H. Esbanshade house at 3119 West Wells Street and their most monumental work the Second Church Christ Scientist at 2722 West Highland Boulevard, both are nominated separately. The Schultz house was designed by Herman Paul Schnetzky. He was a German trained architect who was in partnership with Eugene R. Liebert. They were accomplished designers and their work, primarily residential, is found throughout the West side.

Also in the district are four exceptional residences representing rare architectural styles from the period. The Bernhard Eiring House (1888) at 2825 West Kilbourn Avenue (MI 124-33) is a significant example of a Victorian Romanesque residence. Massive in scale, the main facade is dominated by a broad, round-arched entry porch of rock-faced, cut stone and a high front gable decorated with half-timbering and scroll work. The Eiring house was designed by Alfred C. Clas who, with his partner, George Bowman Ferry, established one of the leading architectural firms in the 19th century. The Eiring House is one of the few residential examples of this style in the city.

A second exceptional residence is the Abram Bancker House (c.1892) at 936 North 31st Street (MI 119-35). As an example of Shingle Style architecture, it was an avant garde design for a community that was highly conservative in its tastes and customs. The Bancker House is a massive composition with broad, flared eaves and sheathed with a covering of shingles.

The Ernst Pommer House (1895) at 3033 West Kilbourn Avenue (MI 125-11) is an example of a German Renaissance Revival residence. Popular among Milwaukee's large German-American population, it was a highly ornamented style of Baroque gables with terra cotta adornment that satisfied the "nostalgia" for the "old country." Designed by Schnetzky and Liebert, the house is testament to the firms diverse expertise in house design.

The fourth of these exceptional residences is the Edward V. Niedecken house (1905) at 2830 West State Street (MI 109-11). As an example of the Dutch Colonial Revival, this residence exhibits the transition from the dominate Queen Anne of the nineteenth century to the period revival houses of the early twentieth century. Characterized by its broad, sweeping gambrel roof, its large scale blends well with the rambling Queen Anne houses that surround it. It was designed by the firm of Herman H. Buemming and Guster A. Dick, whose residential commissions were known for their use of Classical Revival forms and details.

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Architectural Significance (Continued)

By the time the Niedecken house appeared, the district was built almost to capacity. Those residences that were built in the next fifteen years were largely in the Prairie and Arts and Crafts Styles. The quality of craftsmanship and materials remained high and these later residences maintained the architectural integrity of the district. Examples of Prairie Style residences are the Mrs. M. Clastermann house (1910) at 2928 West State Street (MI 109-5) and a residence also built in 1910 at 3028 West State Street (MI 108-33). Examples of Arts and Crafts Style residences are the Frank Meyers house (1907) at 3002 West State Street (MI 108-37); the Dr. Phillip Rogers house (1908) at 825 North 33rd Street (MI 117-12); and the Dr. M.A. Barndt House (1905 at 831 North 33rd Street (MI 117-13).

The Concordia College Classroom building is significant as an intact, and small scale example of Beaux Arts Classicism in Milwaukee. It is unique in Milwaukee's collection of academic buildings and the oldest of Concordia's buildings. The City's surviving public school buildings are chiefly of Romanesque, Jacobean or Moderne derivation. Exceptions such as the McKinley Center (21st Street School, c.1894-1904) share the penciled rustification and columned or pilastered entries but lack the leaded glass and fine detail and round arched windows of Concordia's building at the time that other colleges in Milwaukee were turning to the Collegiate Gothic mode.

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Association with Significant Persons

The district is historically important as the residence of many distinguished Milwaukeeans who made outstanding contributions to the city's development during the district's period of significance. Prior to the mass urbanization of the district, several pioneer residents settled in the area. The most illustrious of these were Dr. Robert S. Faries who resided at 3011 West State Street and Colonel Theodore Yates who resided at 2710 West State Street. Faries was Wisconsin's first dentist and he lived at this site from 1850 to about 1856. He was also an avid astronomer and he modified the roof of his house from a low hip to a mansard with a flat surface to serve as an observation deck. Faries was also known for his skill in prosthetic work and engraving. An articulated set of dentures carved by him won an award at a Paris International Exposition. His woodcuts and engravings served as advertisements in the early city directories. Faries is believed to have built the first telescope made in Wisconsin, grinding the lenses by hand and constructing the cylinders. Colonel Yates was a Civil War hero and inventor. He was commander of the regiment that attacked Vicksburg. In that battle he was severely wounded and returned to Milwaukee in 1863. He married the daughter of the state's Surgeon General, Dr. Erastus B. Wolcott, and was named commandant of the new Wood National Home for Disabled Volunteer Soldiers that was located southwest of Milwaukee. In 1868 he built his State Street home and resided there until 1889. While he lived in this residence he obtained patents for his "Yates Cannon," an ordnance cartridge and a breech loading musket.

During the district's intense period of development in the 1890's numerous business executives lived in this part of the city. Those who lived in the district represented many of the city's principal companies of the period. Among those were George Falkenhaimer, Vice-President of Fox Cutlery Company, at 2801 West State Street; Edward F. Niedecken, Vice-President of Hoffmann Billings-plumbers and steamfitters at 2830 West State Street; Martin L. Schultz, Secretary of the Gettleman Brewing Company, at 937 North 33rd Street; George Poppert, President of Poppert Manufacturing-doors, sash, blinds, interior hardwood finish; and Ernest Pommer, a wine wholesaler, at 3035 West Kilbourn Avenue.

Representative of the numerous professionals and skilled tradesmen that lived in the district were: Harold W. Nickerson, Attorney, at 2726 West State Street; Fred Hunt, Attorney at 953 North 33rd Street; Abram Bancker, Manager of Wisconsin News Company, at 936 North 31st Street; Phillip Rogers, medical doctor, at 825 North 33rd Street; and M.A. Barndt, medical doctor, 831 North 33rd Street.

There were two residents of the district who made outstanding artistic and civic contributions to the city: Elsa Ulbricht who lived at 915 North 28th Street (MI 116-9) and former Milwaukee Mayor Daniel W. Hoan who lived at 3328 West Kilbourn Avenue (MI 110-11).

Elsa Ulbricht was born in Milwaukee in 1885 to Oswald and Augusta Buestrin Ulbricht. She attended the 9th Street School and, talented in art, later studied at the school headed by noted local portraitist and landscape painter, Alexander Mueller. While there she became acquainted with those at the core of Milwaukee's art community: Carl Von Marr, Louis Mayer, George Peter, George Raab and Gustav Mueller.

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Historical Significance Continued:

Ulbricht subsequently taught kindergarten for awhile then enrolled at the Pratt Institute in Brooklyn from which she graduated. She returned to Milwaukee in 1911 and joined the faculty at the State Teacher's College (predecessor to today's UW-Milwaukee). Ulbricht taught art and directed the art department there until her retirement in 1955. She was also the director, secretary, treasurer and board president of the summer painting school at Saugatuck, Michigan. Likewise, Ms. Ulbricht worked with the Wisconsin Players and came to know playwright Zona Gale and director/actress Laura Sherry. From 1935 to 1943 she was active in the WPA art project.

A believer in freedom of expression, Elsa Ulbricht scandalized Milwaukee by dancing in a diaphanous costume at the lakefront in her early years. She maintained this outlook in her teaching and insisting that young people must have the right to be themselves. She especially enjoyed the Saugatuck Painting School because of its "freedom from starch." Ulbricht attributed this lifelong attitude to her free thinking contractor grandfather, Henry Buestrin, who found many an unorthodox means to accomplish his projects. Ulbricht lived her entire life in her family home on 28th Street.

Daniel Hoan was born in Waukesha, Wisconsin in 1881. The son of a pump and horseshoe maker, he was educated in the public schools and worked in a variety of local restaurants before entering the University of Wisconsin. He graduated in 1905 with a degree in political science and then attended Kent Law School in Chicago. He practised with the Chicago law firm of Seymour Stedman for two years. While with the firm, his interest in socialist politics had strengthened and Milwaukee's leading Socialist, Victor Berger, prevailed upon Hoan to come to Milwaukee and become involved in the local scene.

Hoan initially served as the attorney for the Wisconsin Federation of Labor for whom he drafted the state's first workmen's compensation bill. He was elected to the post of city attorney under the Social-Democrat party in 1910 and was a leader in the party machine that elected the city's first socialist mayor, Emil Seidel. Hoan was closely associated with the leading party officials of the day including Berger, his wife, Meta Berger, Elizabeth Thomas, C.B. Whitnall and Carl D. Thompson.

Hoan served as city attorney until 1916 when he was elected mayor. This began one of the most distinguished and honored mayoral tenures in the City of Milwaukee. His term of office lasted twenty-four years; the longest of any mayor until the present incumbent, Henry Maier, was re-elected to an unprecedented seventh term in the 1984 election. Hoan was seen by his supporters as the dynamic force that instituted honest, well-run government and transformed the City into one of the country's most respected metropolises of the early twentieth century. Though elected on a non-partisan ballot, Hoan was loyal to the Social-Democrats and he used his position as mayor to implement the philosophies and tenants of the party while solidifying his own electorate base.

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Historical Significance Continued:

In both his 1916 and 1918 terms, Hoan clearly voiced his opposition to the United State's entry into World War I. This echoed the Socialist Party position that the war was a symbol of the nation's capitalists imposing unnecessary involvement of America's working classes to profit big business. Hoan was severely criticized for his stand on the war, but withstood all opposition to be re-elected in 1920 by a coalition of party members, newly enfranchised women voters, and in a surprise move, the city's major protestant churches. In spite of his anti-war views, Hoan was perceived by the electorate as the moral choice to maintain honesty and integrity in local government.

Hoan made great strides in the 1920s by putting privately owned city services into municipal ownership, but at his zenith of political power in 1930 with himself, the city attorney, treasurer and president of the Common Council, all members of the Socialist Party, his decline began. The party was pushing for municipal banking and marketing of such goods as milk and fuel, and for a six hour work day for city employees. With the Great Depression at his door, Hoan was forced to divert his attention to tax delinquency, unemployment and labor strife. He weathered a recall effort in 1933, but in a referendum of 1936 the voters rejected a measure that would have ended private ownership of the electric streetcar lines within the city limits. This was a major defeat for the Hoan proponents and in the election that year, Hoan was elected by his smallest plurality and lost the office of city attorney as well as control of the council. The Socialists and Hoan were charged by his political opponents with turning Milwaukee into a laboratory of guinea pigs to experiment with Karl Marx's theories of collective ownership. Another major set-back was Hoan's support of the Boncel Ordinance which allowed the council to close down strike bound factories. This alienated the business community and Hoan lost a substantial block of support who had previously had considered him an ally. His last term in office was from 1939 to 1940.

In spite of the controversies that were part of the Hoan years, his administration stands as a singular testament to honest, vigorous and democratic government and for his outspoken championship of his workingman constituency. Characterized by developing municipal services for the public good, Hoan's efforts stimulated economic development by providing competitive city-owned operations that reduced costs and improved the quality of goods sold in the market place. Examples of this were the establishment of a municipal stone quarry that provided crushed stone for street paving at a considerably reduced cost than private sources, city-owned repair shops and street light maintenance and the Garden Homes Project (1921-23), which was probably the first low cost cooperative housing project in the United States. (This is according to "Garden Homes Housing Project" by Helen Terry written in 1934, located at the Municipal Reference Library.) His reforms in education, public health, city planning and zoning, community recreation, centralized purchasing and improved budgeting brought Milwaukee closer to operating on a cash basis than any other large American city. The irony of his career was on the day his successor, Carl Zeidler, took office in a ceremony at the Milwaukee Public Arena, there above him hung the many national awards the city had earned for fire prevention, health and traffic safety under the respected, yet controversial administration of Socialist Daniel Webster Hoan.

DISTRICT SURVEY FORM

Continuation Sheet: Concordia Historic District

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Historical Significance Continued:

Hoan lived in the same Concordia Historic District home during his period of greatest significance from 1918 to 1954. After his last term in office, he returned to private law practice and was later chairman of the Harbor Commission. From 1955 until his death in 1961, he resided in Wauwatosa.

DISTRICT SURVEY FORM

Continuation Sheet: Concordia Historic District

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Education

The Concordia College Classroom Building is historically significant as an expression of the intense interest in education on the part of Wisconsin's Lutheran community. Much like the Catholic Church, the Lutheran Church believed in the necessity of church-sponsored education as a way to keep young members in the fold and impart a religious slant to higher education. Concordia, established in 1881 as a preparatory school for seminarians of the Missouri Synod, was the only other educational institution for the Synod outside of St. Louis, Missouri (which itself later moved to Ft. Wayne, Indiana). The site for the college was donated by members of Trinity Lutheran Church which as the mother church of Milwaukee's Missouri Synod, established numerous satellite congregations throughout the city. Concordia thus had its roots in the tradition of the early religious-affiliated colleges such as Carroll College (1846, Waukesha, Presbyterian) Marquette College (1881, now University, Roman Catholic) and Milwaukee Female Seminary (1848, later Milwaukee-Downer, Milwaukee, Congregational). Unlike these other schools, which began to de-emphasize religious training in this century, Concordia retained its pre-ministerial program through the 1950's and the focus of its curriculum did not shift to general college preparatory and eventual full four year college status until the late 1970's.

DISTRICT SURVEY FORM

Continuation Sheet: Concordia Historic District

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Historical Background Education

Concordia College began as a Missouri Synod preparatory school for young boys studying for the Lutheran ministry. Originally, it was basically a high school, but later it evolved into a combination high school and two-year college. Concordia's curriculum focused on the Lutheran Faith and its course offerings were much less diversified than the use of the word "college" might imply.

Interest in establishing a training institute for young boys had surfaced as early as 1855 during a meeting of four districts of the Missouri Synod. No action was taken, however, since there was already a seminary functioning in St. Louis which was presumed to be adequate to meet midwestern needs. In 1866 the subject was brought up again, but, again, no action was taken. Acting on their own, Milwaukee Lutherans established a progymnasium (1867) to prepare boys for the Quarta, or junior year of high school, at the Ft. Wayne School (the St. Louis seminary had relocated to Fort Wayne, Indiana during the Civil War). Pastor Lochner of Trinity Lutheran Church offered a room in his church's new grade school and became the provisional president. No fees were charged for those who planned to enter the ministry, but a \$40.00 fee was levied against those going on to other areas of study.

In 1881 delegates to the synodical convention again proposed the establishment of a formal gymnasium in Milwaukee, as such seminary preparatory schools were called, and this time the synod approved. Facilities were again provided by Trinity Lutheran Church. The first class had 13 boys who boarded with Lutheran families in Milwaukee. This situation continued until 1882 when the school finally got its own building. Land was privately donated between Kilbourn, State, 31st and 32nd Streets and a structure was built containing a dining room, kitchen, sleeping quarters and classrooms so students could board at the site. At this time, the school had over 100 students in three classes, Sexta, Quinta and Quarta, the equivalent of today's freshman, sophomore and junior years of high school. A Board of Control and a Board of Electors administered school operations. The Boards were comprised by individual from Wisconsin, Minnesota and Dakota, the three states that comprised the northwest district of the synod.

In 1887 the Synod took over direct administration of the college from the Boards. After successfully petitioning the Synod, Concordia became a full gymnasium in 1890, which meant that study lasted six years, a combination high school and junior college. It was modeled after the German gymnasium which stressed a broadly classical curriculum. All courses were obligatory and included religion, Greek, English, French, Natural Science, drawing, Latin, Hebrew, German, math and music. Concordia's purpose was to educate men for advanced courses in the universities, to train pre-ministerial students and to inculcate the Lutheran faith.

DISTRICT SURVEY FORM

Continuation Sheet: Concordia Historic District

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Historical Background Continued:

In 1892 the campus size doubled when land between 32nd and 33rd Streets was donated by wealthy German patrons. The school grew continuously until 1900 when enrollment hovered around 200. In the interim its once remote location had developed into a fashionable residential area. Students, however, stayed close to campus and there was little social contact with neighborhood residents. Women were allowed on the grounds only for concerts & recitals. Growth continued until by 1930 there were approximately 350 students. The physical expansion of the campus included the addition of new dorms, library, gym and administration buildings every decade or so.

By the 1960's, Concordia faced a rapidly changing educational climate. The demand for specialized pre-seminary training had slackened and enrollment was declining. The school shifted its area of emphasis to the liberal arts in the hope of attracting a broader range of students. To help build a new image, Concordia became co-educational in 1965 and had phased-out its high school program by 1969. Concordia proclaimed its intent to become a full four-year college at that point, a status not actually achieved until the Synod approved the arrangement in 1978.

The 1970's witnessed an aggressive campaign to diversify. An academic mix was offered which included lay ministry program, prepastoral studies, Lutheran teacher education, court reporting and secretarial training. Recruitment of black students and the opening of the campus to community groups and social service programs was done in an attempt at community outreach. A unique co-op program was also begun with Spencerian Business College in 1971. Students could receive their liberal arts education from Concordia and their business education from Spencerian in one combined degree program.

In spite of Concordia's educational innovations and outreach efforts, its relationship with the surrounding neighborhood had deteriorated during the 1960s. Although the existing campus could absorb 800 to 900 students without straining its facilities and actually had fewer than 400 students enrolled at the time, the school adopted a master expansion plan which increased its campus size from 6 to 30 acres and provided for a projected enrollment of 3,000 students. The new campus was to be bordered by 30th, 34th, Highland and Wells Street. A mall was to be created by the closure of 31st Street and a prominent chapel was to highlight that space. Acquisition and demolition of 123 neighboring properties was proposed and actually begun. The Century Club was formed to raise funds for the expansion with the goal of having a new campus by 1981.

Numerous residences were acquired, allowed to fall into disrepair and demolished. Area residents, spurred by the destruction of their neighborhood, banded together to fight the campus expansion. Concordia devised a new master plan in 1980 which retained the concept of a 30-acre campus but rearranged campus buildings and incorporated more open space and parking lots. When twenty more houses were slated for demolition, the resultant expression of neighborhood outrage was finally successful in persuading Concordia to hire a management firm to repair and sell some of the college's holdings.

DISTRICT SURVEY FORM

Continuation Sheet: Concordia Historic District

Item Number: 8

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Historical Background Continued

In an abrupt about face, Concordia relocated out of the city to Mequon in 1983. It left behind 41 neglected houses which it had managed as rental properties and large vacant parcels on which had stood 50 houses the college had demolished. The college campus is now vacant and for sale.

PIVOTAL/CONTRIBUTING/NON-CONTRIBUTING BUILDINGS - CONCORDIA HISTORIC DISTRICT

The attached list classifies all of the buildings in the district as pivotal, contributing or non-contributing buildings.

Pivotal buildings are structures that fall within the period of significance for the district, which was from 1850 to 1930 when it was a prestigious residential area, and are essential to the maintenance of the district's historic character. Generally these are the most representative or architecturally distinguished buildings, and/or possess the greatest known historical significance.

Contributing buildings are structures that were built within the districts period of significance and contribute to the historic character of the district as presentative examples of the architecture of the period and/or for their associations with people or events of minor or unknown historical significance.

Non-contributing buildings are structures constructed after the district's period of significance that do not contribute to the maintenance of the historic significance of the district. Generally these buildings are intrusions whose removal who would not adversely affect the character of the district. There are ten non-contributing buildings in the district:

924 North 28th Street: (1966)

-A four-story, flat-roofed, brick, 27-unit apartment building of modern design.

941 North 28th Street: (19)

-A one-story, gable-roofed, concrete block, day-care/social services agency (Neighborhood House) of modern design.

2820 West Kilbourn Avenue: (1962)

-A three-story, flat-roofed, brick and stone, 36-unit apartment building of modern design.

2835 West Kilbourn Avenue: (1963)

-A three-story, flat-roofed, brick, 45-unit apartment building of modern design.

857 North 29th Street: (1960)

-A two-story, galbe-roofed, brick, 16-unit apartment building of modern design.

PIVOTAL/CONTIRUBINT/NON-CONTRIBUTING BUILDINGS - CONCORDIA HISTORIC DISTRICT (CONTINUED)

2925 West State Street (1951)

-A one-story, gable-roofed, brick church building of modern design.

Concordia College Campus

-3121 West State Street - A four-story, flat-roofed, brick academic building of modern design.

-(121-4) A two-story, flat-roofed, brick, academic building of modern design.

-(121-10) A four-story, flat-roofed, brick, academic building of modern design.

3401 West Kilbourn Avenue (1962)

-A two-story, flat-roofed, brick, 24-unit apartment building of modern design.

CONCORDIA HISTORIC DISTRICT PIVOTAL STRUCTURES

Concordia College Campus

Classroom Building 121/6

West Kilbourn Avenue

2728 124/337
2825 124/33
2834 109/32
3019 125/7
3035 125/11
3037 125/15
3319 126/14
3320 110/10
3415 126/18
3328 110/11

West State Street

3710 109/23
2723 124/26
2726 109/19
2801 124/22
2804 109/16
2824 109/12
2830 109/11
3011 124/8

North 28th Street

915 116/9

North 29th Street

851 116/20
925 116/24
941 116/28

North 31st Street

936 119/35

North 33rd Street

927 117/15
931 117/16
937 117/17
953 117/20

North 34th Street

836 120/12
959 117/29

CONCORDIA HISTORIC DISTRICT INVENTORY

Concordia College Campus

3121 West State Street

Pritzlaff Dorm	N	124/7
Wundar Dormitory	C	124/6
Refectory	C	120/34
Library	C	120/35
Classroom Building	P	121/6
Office Building	N	121/4
Gymnasium	C	120/37
Classroom Building	N	124/10

West Kilbourn Avenue

2720	C	109/27
2728	P	109/28
2732	C	109/29
2804	C	109/30
2813	C	124/32
2820	N	109/31
2825	P	124/33
2834	P	109/32
2834A	C	109/33
2835	N	124/34
2838	C	109/34
2841	C	124/36
2844	C	109/35
2848	C	109/36
2900	C	116/22
2936	C	109/37
3002	C	110/3
3005	C	125/5
3008	C	110/4
3019	P	125/7
3025	C	125/11
3035	P	125/11
	C	125/14
3037	P	125/15
3100	C	110/5
3107	C	125/17
3111	C	135/18
3104	C	110/6
3303	C	126/11
3304	C	110/7
3307	C	126/12
3308	C	110/8
3312	C	110/9
3313	C	126/11
3319	P	126/14
3320	P	110/10
3327	C	126/15
3328	P	110/11

CONCORDIA HISTORIC DISTRICT INVENTORY

West State Street

2925	N	124/11
2928	C	109/5
2932	C	109/4
2938	C	109/3
3002	C	108/37
3008	C	108/36
3022	C	108/34
3028	C	108/33
3034	C	108/32
3100	C	108/31
3011	P	124/8
3106	C	108/30
3112	C	108/29
3120	C	108/28
3312	C	108/27

North 28th Street

912	C	118/30
915	P	116/9
919	C	116/8
924	N	118/31
930	C	118/32
938	C	118/34
941	N	116/7

North 29th Street

842	C	119/14
845	C	116/19
850	C	119/13
851	P	116/20
856	C	119/12
857	N	116/21
909	C	116/23
912	C	119/10
918	C	119/9
922	C	119/8
925	P	116/24
926	C	119/7
928	C	119/6
933	C	116/27
934	C	119/5
938	C	119/4
941	P	116/28
942	C	118/38

CONCORDIA HISTORIC DISTRICT INVENTORY

West Kilbourn Avenue

3330	C	110/12
3333	C	126/15
3401	N	126/17
3415	P	126/18
3421	C	126/20
3425	C	126/21
3431	C	126/22

West Richardson Street

3841	C	124/36
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West State Street

2700	C	109/26
2706	C	109/25
2710	P	109/23
2715	C	124/17
2722	C	109/20
	C	109/22
2723	P	124/26
2726	P	109/19
2727	C	124/25
2734	C	109/18
2735	C	124/24
2742	C	109/17
2743	C	124/23
2801	P	124/22
2804	P	109/16
2807	C	124/21
2812	C	109/15
2813	C	124/20
2816	C	109/15
2819	C	124/19
2824	P	109/12
2825	C	124/18
2830	P	109/11
2833	C	124/17
2836	C	109/10
2837	C	124/16
2842	C	109/9
2843	C	124/15
2902	C	109/8
2903	C	124/14
2910	C	109/7
2911	C	124/13
2915	C	124/12
2920	C	109/6

CONCORDIA HISTORIC DISTRICT INVENTORY

North 29th Street

945	C	116/29
948	C	118/37
951	C	116/30
953	C	116/31
1016	C	118/36
1017	C	116/32

North 31st Street

930	C	119/34
933	C	117/3
936	P	119/35
939	C	116/33
945	C	116/32
946	C	119/37
951	C	116/31
953	C	116/30

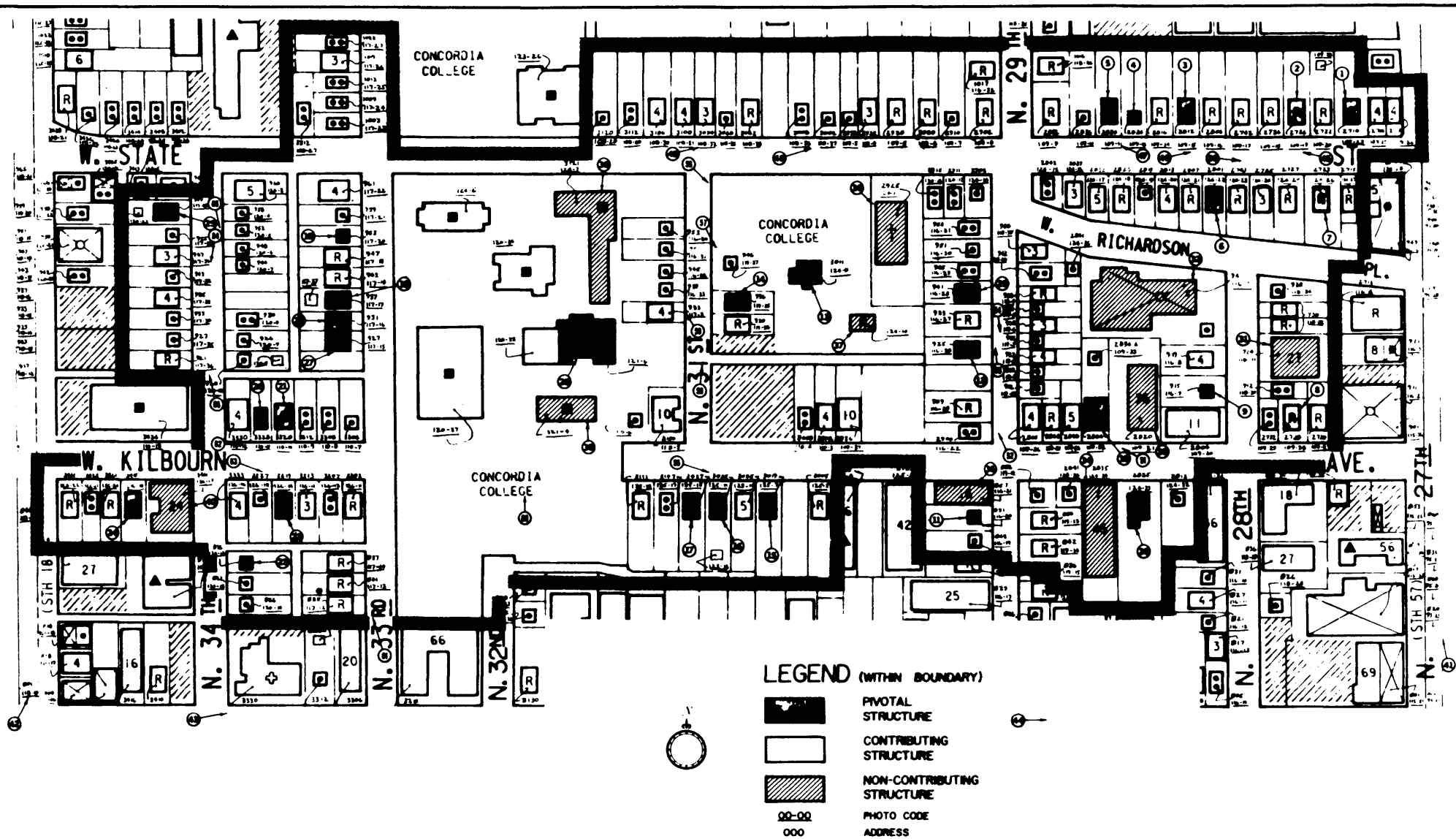
North 33rd Street

825	C	117/12
831	C	117/13
837	C	117/14
927	P	117/15
931	P	117/16
937	P	117/17
	C	117/37
943	C	117/18
947	C	117/19
953	P	117/20
959	C	117/21
961	C	117/22
1003	C	117/23
1009	C	117/24
1013	C	117/25
1019	C	117/26
1023	C	117/27

CONCORDIA HISTORIC DISTRICT INVENTORY

North 34th Street

826	C	120/14
832	C	120/13
836	P	120/12
920	C	120/10
	C	120/11
921	C	117/36
926	C	120/9
927	C	117/35
930	C	120/8
933	C	117/34
935	C	117/33
943	C	117/32
944	C	120/7
947	C	117/31
948	C	120/6
952	C	120/5
955	C	117/30
958	C	120/4
959	P	117/29
	C	120/23
960	C	120/3



CONCORDIA HISTORIC DISTRICT