

SG 3035

Wisconsin Word Processing Format (Approved 1/92)



United States Department of Interior
National Park Service

National Register of Historic Places
Registration Form

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

1. Name of Property

historic name Coakley Brothers Warehouse
other names/site number C.H. Coakley Warehouse

2. Location

street & number 3742 West Wisconsin Avenue N/A not for publication
city or town Milwaukee N/A vicinity
state Wisconsin code WI county Milwaukee code 079 zip code 53208-3153

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] Date 8/29/18
Signature of certifying official/Title
State Historic Preservation Office - 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

Coakley Brothers Warehouse
Name of Property

Milwaukee
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):


Signature of the Keeper

10/19/2018
Date of Action

5. Classification

Ownership of Property (check as many boxes as as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	1	buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> structure		sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> site		structures
	<input type="checkbox"/> object	1	objects
			0 total

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

Number of contributing resources
previously listed in the National Register
0

6. Function or Use

Historic Functions
(Enter categories from instructions)
COMMERCE/TRADE: Warehouse

Current Functions
(Enter categories from instructions)
COMMERCE/TRADE: Warehouse

7. Description

Architectural Classification

LATE-NINETEENTH AND EARLY-TWENTIETH
CENTURY REVIVALS: Mission/Spanish Colonial Revival

Materials

Concrete
Concrete, brick, limestone
Rubber
terra cotta

Narrative Description

(See the attached Section 7 continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

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

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1928

Significant Dates

1928

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Eschweiler & Eschweiler

Narrative Statement of Significance

(See the attached Section 8 continuation sheets.)

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

Acreage of Property Less than 1 acre

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

1 16T 421721 4765385
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (See the attached Section 10 continuation sheet)

Boundary Justification (See the attached Section 10 continuation sheet)

11. Form Prepared By

name/title	Donna Weiss, Founder, and Kate Bissen, Preservation Associate	date	02/10/2018
organization	Preserve, LLC	telephone	262-617-1408
street & number	5027 North Berkeley Boulevard	zip code	53217-5502
city or town	Whitefish Bay	state	WI

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	Scott Krone	date	02-14-2018
organization	Platform II Wisconsin, LLC	telephone	847-272-7775
street & number	600 Waukegan Road, Suite 129	zip code	60062-1258
city or town	Northbrook	state	IL

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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Section 7 Page 1

Coakley Brothers Warehouse
Milwaukee, Milwaukee County, WI

Summary

The Coakley Brothers Warehouse, built in 1928, was commissioned by the Coakley Brothers, a Milwaukee-based moving and storage company, as one of two new warehouses catering to an upper-class residential client base. The architecture firm Eschweiler & Eschweiler designed the building with this clientele in mind, creating one of the tallest and most recognizable edifices on Milwaukee's west side. The building, which is several stories taller than its nearest neighbors, features a clock tower with the company name on the clock face. The clock tower also served as an advertisement in an era when not all people carried timepieces.

The location of the building outside of the central business district and away from the warehouse cluster on the commercial river and rail corridors was unusual. It represents a gamble by the Coakley Brothers to place their warehouse near their intended client base, the upper-middle-class residents of Milwaukee's West Side. In the 1920s, personal wealth grew to such an extent that many families required additional storage for their personal belongings and valuables, as well as moving services to change them out as seasons, schedule, and taste suited. For the first time, even less well-to-do citizens were passing down valuable furniture and collectibles, exceeding the storage capacity of many homes. Storage companies such as the Coakley Brothers promoted their fireproof, dustproof, and mothproof private storage rooms and open storage floors as safe and secure locations for these surplus valued belongings. The location of the Coakley Brothers Warehouse meant personal possessions could be stored closer to home and with other residential items rather than being grouped in with the wholesale, commercial, and industrial storage on the waterfront.

The Coakley Brothers Warehouse is a fine example of the Mediterranean Revival style applied in a pared-down way to a utilitarian commercial building by Eschweiler & Eschweiler, who were known for incorporating hybrid period revival styles in their design. Its Indiana limestone base, face brick with inset glazed terra cotta tile, subtly arcaded top floor, and clay tile-roofed clock tower demonstrate the light touch with which stylistic motifs can be incorporated in utilitarian commercial buildings.

The Coakley Brothers Warehouse is also a highly intact example of a 1920s high-rise storage building, and one of only a handful of extant storage facilities remaining in the city outside the Historic Third Ward, Fifth Ward, and Menomonee Valley commercial and industrial zones. It retains excellent interior integrity having intact 1920s-era personal storage rooms and specialty vaults (both of which characterize residential warehouse buildings), which is unique given that many of these types of warehouses have been altered on the interior.

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Coakley Brothers Warehouse
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Site and Setting

The Coakley Brothers Warehouse is located in an urban, semi-commercial setting approximately three miles due west of Milwaukee's central business district in an area originally known as the West End. Historically, Wisconsin Avenue (previously Grand Avenue) terminated at approximately 39th Street before the deep valley of the Menomonee River turned north. This area of Wisconsin Avenue was literally the end of the road for many decades, resulting in the West End nickname. The Coakley Brothers Warehouse is located on the north side of Wisconsin Avenue midway between North 37th Street and North 39th Street (38th Street no longer continues north of Wisconsin Avenue). It is situated in a two-block grouping of buildings of various vintages and setbacks. The two-story building to the east is adjacent, sharing a party wall with the Coakley Brothers Warehouse and characterized by similar materials. All other neighboring buildings are surrounded by large parking lots and paved areas and set back from Wisconsin Avenue. Buildings across the street are also modern-era or clad in modern-era materials with parking lots either in front or to one side.

Along with the adjacent two-story building, the Coakley Brothers Warehouse is the closest building to the street among its immediate neighbors. It is the tallest by four to six stories, making it the most immediately noticeable building in the vicinity. Just west of the Coakley Brothers Warehouse, Wisconsin Avenue transitions into a viaduct crossing the north-south portion of the Menomonee Valley. As a result, the warehouse is one of the last buildings fronting Wisconsin Avenue (driving east to west) until North 44th Street, furthering its prominence and visibility from all directions.

The Coakley Brothers Warehouse is bordered on the south side by a public sidewalk that extends from the storefront to the curb. The two-story building to the east is the same depth north-to-south, abutting the entire east side of the building up to the third floor level. Above the roof of the two-story building, the rest of the Coakley Brothers Warehouse is exposed and visible from the east. On the north side, a loading dock and public parking area (separate parcel serving neighboring structures) is continuous up to the wall face. On the west side, another parking area for a neighboring structure is paved all the way up to the west wall. 38th Street used to continue north along the west side of the building, which featured a second entrance facing the street. Any physical remnants of the street have been obliterated by the current parking lot. The site slopes to the north such that the Coakley Warehouse loading docks on the north elevation are approximately mid-way between the first and second floor plate. On the west side of the building, a paved ramp slopes up to the north end of the site partially obscuring the windows on the first floor. This ramp is not part of the property and serves an adjacent property to the northwest.

The nearby buildings are primarily commercial or multi-family residential. These buildings feature a variety of styles and date to numerous periods. Several buildings have modern additions or façade

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Coakley Brothers Warehouse
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treatments. Where properties are separated by fencing, eight-foot chain link fencing is used approximately on the property lines. There is no fencing on the Coakley Brothers Warehouse property lines, which are congruent with the building's exterior walls except for a ten-foot section at the west end of the alley on the north side of the building.

Exterior

The Coakley Brothers Warehouse is an eight story, Mediterranean Revival Style, cast-in-place concrete structure, commercial building that follows the traditional high rise façade organization of base, shaft, and top (including cornice and parapet), each with a clear design language, and a concrete foundation. The primary elevations are clad in face brick ranging in color from dark red to light buff and ochre colors laid in running bond. The concrete structure is expressed on the secondary elevations, infilled with brick with structural terra cotta backup and large industrial windows. All windows are steel except for the replacement aluminum storefront windows; the style and configuration of windows varies by elevation. The plan shape is a long rectangle oriented with short ends north and south. The building was constructed with two primary façades, each facing a street; one façade was the primary pedestrian entrance and the second façade was the primary loading entrance. Today, the building is primarily oriented south; North 38th Street which once provided a second street frontage on the west side has been subsumed by a parking lot. Despite the fact that the street is no longer there, the high level of design, ornament and finish on this side still identifies it as a primary façade. A stair tower projects from the west end of the north elevation and is the only volume deviating from the rectangle shape. The signature clock tower is located above the eighth floor at the northwest corner of the building. Several other penthouses and stair overruns project above the roof, with minimal visibility from the public right-of-way.

South (Street) Façade

The south façade is the primary street-facing façade, facing West Wisconsin Avenue. It is organized into a base, shaft, and top with three equal and similarly detailed vertical bays articulated with pilasters. The base is composed of honed Indiana limestone panels that continue from grade up to the third floor window sill course. This projecting sill course is visibly raked and sits atop a thin row of Indiana limestone dentils. The limestone is otherwise unadorned, with large units in a running bond interrupted only by the units above the storefront window openings, which are oriented vertically similar to a brick jack arch. The base is characterized by three large, arched storefront bays that infill the entire space between columns (the pilasters are not articulated at the base). Maroon, modern-era awnings obscure intact tripartite industrial steel sash transoms with a ventilator in the center unit. The storefront windows below the transom are modern-era aluminum replacements.

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Coakley Brothers Warehouse
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The third floor façade ornamentation is transitional, marking a visual change from the ornament and windows characterizing the first three floors (the base), to the more austere aesthetic of the upper floors characterized by few windows and little ornament (the shaft). Running bond brick is interrupted by herringbone bond panels. The smaller of the herringbone bond panels are square, located on the side of each window, and surrounded in header and rowlock units. At each corner of these square panels are glazed terra cotta tiles in turquoise, orange, sage green, ochre, buff, and robin's egg blue (randomly arranged). The windows and pilasters at the third floor are also flanked on either side by header units. Above each of the smaller herringbone panels are square tile details composed of multiple terra cotta tiles. Atop each window, brick units are arranged in a flat jack arch. The pilasters at the third floor feature similar decorative brick and tile panels, but with greater vertical accentuation. The lower portion of the decorative brick and tile at the pilasters features an echo of the smaller herringbone panels laid on its side, with a tile diamond at the center. The top, bottom, and sides of this herringbone piece are running and soldier bond respectively with tile corner accents. Above this, a recessed panel features vertical soldier brick separating alternating diagonal and stacked segments with an inset tile diamond at the top. The third floor is capped with an Indiana limestone belt course at the fourth floor window sills. Like the third floor sill course, it is visibly raked. One rowlock course is corbeled to support the fourth floor sill course. In contrast to the upper floors which only have one window per structural bay, three windows are equally spaced in each structural bay on the third floor. All windows are three-over-three steel double-hung units with wire glass. They are slightly smaller than the other double-hung units on the upper floors.

The wall face between the fourth floor Indiana limestone belt course up to the Indiana limestone belt course corresponding to the eighth floor level has a strong vertical emphasis. The center of each pilaster projects slightly, creating a vertical line one-and-one-half bricks in from the edge of the pilaster for the full height between limestone courses. Windows are aligned vertically on each floor at the center of each structural bay. Windows are topped with flat jack arches, sitting on row lock sills at floors 5, 6, and 7, and flanked by a vertical stack of stretcher bond brick. Each window stack is further delineated by a tall, slightly-projecting vertical stack of stretcher bond brick that occupies the entire four-story height between the limestone belt courses. These vertical stacks combined with the vertical window sash divisions serve to eliminate any sense of horizontality that might be suggested with the window sills or heads. The west end bay features an additional stepped segment of running bond brick approximately three bricks from the flanking pilasters which serves to transition to the clock tower articulation above the parapet. The four-story area between the belt courses in the other two structural bays is otherwise unadorned.

The eighth floor is characterized by horizontal limestone bands including a flat Indiana limestone belt course at the floor level (as previously described) as well as flat Indiana limestone at the sill and

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header course levels below and above the eighth floor windows. The parapet is also topped with an Indiana limestone coping interrupted by simple, tall Indiana limestone pilaster capitals. The sill courses follow the stepped brick and are nearly flush with the brick face. A pyramidal projection at the limestone capital corresponds to the projecting vertical brick band at the center of each pilaster. Near the top of the pilasters, interrupted by the eighth floor header limestone course, is a soldier-course-framed recessed brick running bond panel with a square terra cotta tile three courses from the top of the recess. Each structural bay is divided into three brick-infilled arches with a decorative glazed terra cotta square tile inset into the arch spandrel. The sides of each arch are composed of stacked stretcher bond brick. In the west bay, the stretcher bond stack between arches is projecting and continues up to the bottom of the parapet belt course below the clock tower. At the other two bays, this stretcher bond stack is flush with the arch piers. The base of each arch, between the eighth floor level belt course and sill course limestone, is a decorative square brick panel outlined in soldier and stretcher bond with a square glazed terra cotta tile at the center. At the west bay below the clock tower, two of these square panels form the base of each arch. At the other bays, a square panel flanks a longer horizontal pattern of zig-zag brick outlined in soldier and stretcher units. Above the arches, corbeled sections one brick wide visually support the parapet. A double-hung, three-over-three steel window is positioned in the center arch in each bay between the sill and header limestone courses. These units are smaller than those on the lower floors.

The parapet cornice is a simple limestone band projecting slightly from the wall face and topped with a further-projecting limestone coping. Pilaster capitals extend a few inches above the parapet, stepping back to a chamfered wash.

West Façade

The west side of the building was originally a primary façade fronting North 38th Street, which has since been repaved and incorporated into a private parking lot. Although the street has been removed, this façade retains high visibility due to the expanse of the flat parking lot and the low-rise of surrounding buildings. The west façade is divided into seven bays: six equal bays with a seventh, shorter end bay at the rear stair tower. Each of the six main bays is identical except at the southernmost bay where the clock tower is located, first floor storefronts, and second floor transom windows; most modifications have occurred on the storefront level. There is a parking lot on the adjacent parcel to the west. Within this parking lot is a ramp, located directly adjacent to, and toward the north end of, the building. This ramp obscures the first floor of the building at this end, but it does not make contact the building. The ramp passes the building approximately 6" from the masonry wall face. Its close proximity completely blocks the northernmost window and door, and due to the angle of the ramp, partially blocks the next adjacent four windows toward the south.

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The six equally-sized bays of the west elevation utilize a similar vocabulary as the south elevation. The north end bay is also similar but narrower and extends above the roof in a stair overrun. Each bay has an Indiana limestone base extending from grade up to the third floor Indiana limestone sill course. Limestone coursing matches that described on the south elevation. Within each bay at the base is a large arched opening. These arched openings were filled with storefront windows and an entry in the third bay from the right. Aluminum replacement storefront units are present in the south two bays with tripartite industrial steel transoms matching the south elevation transoms. Decorative metalwork between the storefront windows and the transoms is intact. This includes a pressed metal spandrel with rosettes topped with a wreath and shield. The wreath and shield detail is missing in the southern bay. A new garage door has been installed in a former overhead door location in the third bay from the south end of the west elevation. This door is flanked on each side by narrow aluminum replacement windows and plywood infill. In the remaining bays, similar transoms rest on brick rowlock sills above brick infill with three punched industrial steel sash windows per storefront bay. A soldier course spans the width of the brick infill and is partially supported by steel lintels above the windows. Between the transom and the steel windows, a long rectangle is outlined by projecting stringer and soldier brick.

On the third floor, decorative brick panels and tile work is identical to that described for the south elevation, including three windows per bay, herringbone brick panels, and tile and brick pilaster details. Also, as described for the south elevation, the third floor is separated from the upper floors by the fourth floor Indiana limestone belt course. There are no windows above the third floor on the west elevation. Like the south elevation, between the fourth floor belt course and the eighth floor belt course, details create a strong vertical emphasis. Two projecting stacks of stretcher brick divide each bay into three between pilasters. Pilasters are detailed as described on the south elevation. The eighth floor exactly matches that described on the south elevation center and east bays (except for the lack of windows), including the corbeled sections below the parapet.

In the seventh bay at the north end, there is no large arched opening at the base. Instead, there is a small punched window and door opening (now infilled) that is partially obscured by the adjacent parking ramp. The rest of the base is simply a continuation of the running bond Indiana limestone panels. At the third floor, a recessed brick section the size of the other window openings is surrounded by herringbone panels as described flanking the other windows on that floor. The pilasters are close together due to the narrow width of the bay; no further articulation is present between the fourth floor sill course and the eighth floor belt course. Above the eighth floor belt course, a single recessed arch matches the arches in the other bays. The stair tower extends one story above the roof. This stair projection borrows the lower wall face geometry in a much more simplified form. Flanking pilasters extend a few inches past the main stair tower wall face that is unadorned except for a recessed brick

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Coakley Brothers Warehouse
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section. The boiler chimney is visible just south of the stair roof access, set back from the main west elevation wall face and topped with a cast concrete cap.

The south end of the west elevation was historically the location of a large four-story painted sign encompassing the entire south end bay. This sign advertised the building itself and was later painted over for paid advertising. Eventually, the painted sign encompassed three adjacent bays. This area is still used for advertising. A modern-era banner hanging system is mounted between the fourth floor belt course and the parapet and lighted from below. The sign is connected only at the top and bottom, with remnants of the previous painted sign intact behind it (not accessible for documentation).

Clock Tower

The clock tower is an important character-defining feature of the building exterior, occupying one full structural bay, on each side of and above, the southwest corner of the building. The outward-facing sides of the clock tower step back slightly from the pilaster edges of the lower wall faces. On the south elevation, the tower pilasters align with the pilasters below. An Indiana limestone belt course the same height as the parapet separates the clock tower from the lower wall face. Above this belt course, the masonry expression on all four sides of the clock tower is identical, including the roof-facing sides; however, there is no clock face on the rear (north) side. Each corner is articulated by a pilaster that wraps around the corner and continues approximately three-quarters of the way up the tower. The Indiana limestone capitals have a design similar to the pilasters of the main building, with a flat, simple face that steps back to a chamfered wash. The center of each pilaster projects in a similar manner to the pilasters on the main building, terminating in a pyramidal projection at the limestone capital. Atop each pilaster and flush with the rest of the tower wall face is a header bond square with a brick header bond diamond in the center. Decorative glazed tile infills the space between the square and the diamond.

Decorative brick and tile work characterize the center of the tower surrounding the clock face. The base of this center portion is articulated by three basket-weave panels per side under a brick rowlock sill. The basket weave sections are framed by soldier and stretcher bond brick, similar to the other decorative brick panels. Above the sill, the wall face steps back approximately two wythes. The black and white clock face, emblazoned with the C.H. Coakley company name, is surrounded by a square border of header bond brick surrounding symmetrical herringbone bond panels at the sides with brick and terra cotta tile corner squares. A glazed terra cotta, diamond-shaped tile is laid at the center of each herringbone panel. Decorative glazed terra cotta tile is also positioned between the round clock face and the squared corners of the border. The clock face originally read Coakley Bros and this original face was retained until sometime after 2012. The clock face (glass and lettering) was replaced

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within the last several years, which is when the "Bros." letters were removed and the "C. H." letters were added.

The clock tower is capped with a patinaed copper gutter and clay tile hip roof.

North (Rear) Elevation

The north elevation is characterized by expressed concrete frame infilled with red common brick and industrial steel sash windows. The face is partially obscured by parging slightly darker than the brick color. The parging is more concentrated at the lower floors, but significantly deteriorated throughout. At grade, two large overhead doors access the loading dock located partway between the first and second floors. Windows on the north elevation are sixteen-light units with the center eight lights forming an operable pivot-style ventilator. The cast-in-place concrete structure is used as the header of all windows; all windows have precast concrete sills. On the third floor, two pairs of sixteen-light units are flanked by single sixteen-light units with eight window units total. On the fourth floor, one of these pairs with flanking single units is located on the west side while a single sixteen-light unit is located on the east side of the north elevation. On the rest of the floors, the north elevation has just two sixteen-light units per floor.

The north elevation jogs northward at the rear stair tower (northwest corner) and is framed in concrete. Face brick matching the south and west elevations is installed in an eight-story running bond field on the west-facing portion of the stair tower. The limestone base wraps approximately two feet around the west corner before terminating abruptly. The east-facing side of the stair tower is characterized by expressed concrete frame with red common brick infill and a single nine-light industrial steel sash window on each of floors three through the top roof access floor. Similar to the other windows on the north elevation, the concrete structure forms the window header while the window sits on a precast concrete sill. A painted sign at the second floor of the east-facing wall of the stair tower advertises Coakley's relationship with the Mayflower company. Below this sign, a simple modern-era steel door provides egress from the stair tower.

East (Side) Elevation

The east elevation is obscured at floors 1- 4 by the directly adjacent two-story building. From a block or two away, the wall face above the neighboring building can be observed. It is characterized by an exposed concrete frame with infill red brick. Remnants of earlier painted signs remain; however, they are so faint as to be unreadable. The only articulation is the face brick which wraps approximately three feet onto the east elevation, forming the end of the eastern pilaster on the south elevation. The eighth floor belt, sill, and header courses also wrap the southeast corner, terminating at the same line

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as the face brick. The passenger elevator penthouse is flush with the east wall face in the south bay. The two-story freight elevator penthouse is set back in the fourth bay.

Roof

Other than the clock tower roof, which is described in the clock tower section of this description, the main roof and stair and elevator penthouses are ballasted roof systems over rubber roofing membranes. The roofing continues up to the underside of the coping with a significant cant strip at the inside corners between the roof and parapet walls. The primary elevations feature Indiana limestone coping units, while all other elevations have terra cotta camelback coping. Drainage is through internal leaders. Roofing terminates at projecting penthouses and the clock tower with tarred termination bars and in some cases reglets. In addition to historic elevator and stair penthouse roof projections, modern-era cell phone towers project above the roof; a few are visible from the public right-of-way.

Stair overruns and elevator penthouses continue above the roof. A gabled skylight provides natural light to the south stair tower. The passenger elevator, which also opens onto the landings of the south stair, has a small penthouse projecting above the roof near the south end of the east elevation. The two central freight elevators have a stop at the roof protected with steel overhead doors and an equipment penthouse above. This two-story penthouse is not visible from the street in front of the building. The elevator penthouse is painted a faded red color and has two nine-light industrial steel sash windows facing south above the elevator doors. A modern-era roof access door has been installed to access this penthouse from the roof. Other steel roof access doors, including the clock tower access, are also modern-era. Rooftop HVAC equipment and cable runs serving cell phone towers are located near the center of the roof so as not to be visible from the street.

Interior

The interior is separated into three distinct spaces corresponding to the original building functions: an office space for the storage company at the southeast front corner of the first floor, a front showroom and mezzanine at the southwest front corner of the building, and large open or divided storage floors. Originally these spaces had separate entrances through a vestibule inside the main pedestrian entrance at the south façade. The vestibule has been removed; merging access to the storage and office spaces (the door to the showroom space is intact). The showroom and office spaces are characterized by more decorative finishes. The remainder of the building is storage space, characterized by utilitarian finishes.

Offices

On the first floor, the main entrance to the building is located in the eastern storefront bay on the south elevation. Although the storefront windows are modern-era, the original entry location was respected.

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The division of space within the office area is largely maintained. The original front office and vestibule were eliminated to create a larger front room/reception space. Access to the south stair is now through this reception space instead of through the vestibule as it was originally. The mosaic tile floor in the reception space remains intact, while carpet obscures flooring in the rest of the space. Portions of the office space have received modern-era updates, including a green marble reception desk and baseboard. The office side also retains its original passenger elevator, including the controls, metal grate, and brass-paneled elevator cab. One of the original toilet rooms was converted to an office. In the other original toilet room location, the mosaic tile floor is retained; fixtures have been updated. An office has been added where a door originally accessed the storage space at the rear of the first floor, blocking this access point.

Showroom

The two west bays on the south end of the first and second floors formed a large showroom. The showroom space is largely intact except for a west entrance that was removed (date unknown). Remnants of this recessed entrance are visible, flush with the tile flooring. Decorative paint schemes (if used) have been overpainted. A second floor mezzanine overlooks the double-height showroom space, which is along the storefront windows. The flooring is square red clay tile. Corinthian pilasters and capitals support a shallow rib-vaulted ceiling echoing the arched transom windows. Original light fixtures and wrought iron railings are intact (railing is painted). The mezzanine apron is arched with decorative plaster shields between arches. Above the shields, wrought iron posts support original electric-lit lanterns. An open stair leads to the balcony which occupies the back half of the showroom space at the second floor level. Modern-era fluorescent light fixtures and spiral ductwork throughout the space slightly detract from its historic character. Mosaic tile floors are intact in the restrooms on the east side of the showroom space. At the rear (south) end of the showroom, a wide pair of solid wood doors connects the showroom to the storage spaces beyond.

Storage Warehouse

The remainder of the building is utilitarian, used for storage. Spaces are characterized by exposed concrete board-formed ceilings, smooth concrete floors, columns with conical capitals, steel windows providing low ambient light, clay tile-faced exterior and shaft walls, and either wide open floor plates or floors subdivided into vaults and individual storage rooms using structural clay tile or modern-era materials. Freestanding and engaged columns are the only historic obstructions on open plan floors. All walls, ceilings, and columns, except for select unfinished modern-era materials, are painted white.

The basement and first floor behind the office and showroom spaces are predominantly open floor plans with freestanding columns. The basement is open and has no windows. The basement's rear (north) structural bay is separated into a boiler room on the west side and a former coal room on the

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east side. The rear half of the first floor, which receives natural light from west-facing windows, has one partition near the freight elevators with an inset section of glass block (modern-era). The storage sections of both floors match the floor plan of the historic drawings except for the modern-era partial-glass-block partition on the first floor.

The second floor, which provides access to the loading docks on the north elevation, is the most atypical in the building. The storage portion is separate from the showroom mezzanine, which is at the same vertical elevation. The south stair exits into a south-facing office with modern-era wall paneling, carpeting, and acoustical dropped ceiling. This space is not labeled on historic floor plans but was always divided horizontally by walls and vertically by stairs from the rest of the floor. The plaster is intact above the acoustical ceiling tile, indicating it was a more finished space. A short flight of six stairs provides access from the south stair to the center portion of the second floor, which continues to the north side of the freight elevators. The second floor then drops down five steps to the loading docks that are located between the first and second floors. A concrete dock of approximately four feet allows trucks to pull up through the north loading dock doors and load directly onto the taller center portion of the second floor. A concrete stair on the east side of the freight elevators provides access to the lower loading dock floor. The freight elevators open to the lower loading dock floor and the main second floor level. The second floor plate is just below the industrial steel transom windows on the west elevation, which provide the natural light to the space.

The third floor is predominantly open, retaining almost the same floor plan as shown on the historic drawings. Freight elevators open to both sides on this floor. A modern-era partition separates the front structural bay from the rest of the floor. A small utility closet and toilet room were built near the north stair tower, which is typical of most floors. The third floor has the most natural light of any floor due to the only west-facing windows above the first and second floors and a full wall run of industrial steel sash north-facing windows.

The fourth floor was utilized for specialty storage, including a heated piano room, a trunk vault, and a rug room. The rug and vaults are intact, including double-layer Cary Safe Co. vault doors. Portions of the piano room partition remain, and a modern OSB partition has been added to further divide the piano room space. The area on the south side of the south stair has been subdivided into an office similar in finish to the same location on the second floor, including modern-era paneling, wallpaper, and dropped acoustical tile ceiling.

The east half of the fifth floor is subdivided into individual lockable storage chambers, including floor-to-ceiling steel doors with hasps for padlocks. Most of these storage units are empty, while a few have wood shelving constructed inside (shelving added later). A janitor's closet was added near the south

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stair as noted on other floors. Originally the entire floor contained private storage lockers; several on the west side of the space have been removed to increase open storage.

Floors six, seven, and eight were also shown as subdivided into private storage compartments in the original drawings. Ghosts of these partitions remain on the walls where clay tile partitions were connected. On the sixth floor, modern-era partitions separate the east side of the space jogging around the freight elevators. The concrete floor inside this partition is covered with beige 8" x 8" vinyl tile. A wood stud and wire mesh partition encloses a three-structural bay area near the back of the west side of the space. The bathroom near the north stair features modern-era partitions and finishes. Floors seven and eight are completely open except for stair and elevator shafts.

The removal of the individual storage locker partitions on the upper floors reflects the changing storage and moving market as Coakley Brothers matured. Self-storage businesses took over the residential market and Coakley refocused on commercial clients. For most commercial clients, individual, private, locked compartments were less desirable and flexible. Open floors which could be organized and subdivided endlessly into spaces for specific client companies and handled only by Coakley staff were more lucrative than the large individual lockers which exceeded most individuals' personal storage needs.

Modifications and Integrity

The Coakley Brothers Warehouse retains high integrity. The exterior is almost entirely unchanged except for signage and modern storefronts, which largely respect the configuration visible in historic photos. When the storefronts were updated, the west entrance was obliterated, possibly due to the replacement of 38th Street with a private parking lot. There have been very few interior changes. Intact examples of the character-defining features specific to the fireproof warehouse building type remain, such as the conical-capital concrete columns, large freight elevators, fireproof individual storage units, many fireproof doors, and rug and trunk vaults. The more decorative features of the showroom and office space are also intact, including decorative plaster and iron work, mosaic tile floors, and sections of original door and window casings. Changes on the interior are limited to select modern partitions as described in the narrative, more recent toilet rooms and janitor's rooms paired with stair towers, and select modern-era doors. With continuity of use and ownership, the Coakley Brothers Warehouse is a good quality, intact example of a 1920s era storage warehouse.

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Summary

The Coakley Brothers Warehouse is locally significant under Criterion C: Architecture. It is the most intact fireproof storage warehouse in the city of Milwaukee from a relatively brief period when storage and moving companies built high rise warehouses with designs tailored for residential and luxury markets. It has been in continuous use as a storage facility for ninety years, resulting in minimal modifications. It was designed by the noted Milwaukee architecture firm Eschweiler & Eschweiler in the Mediterranean Revival style.

The Coakley Brothers Warehouse was one of two new warehouses for the company designed by Eschweiler & Eschweiler in a two-year period. The warehouses were unique in that they were located away from the bustling commercial river- and rail-fronting warehouse districts downtown and in the Third and Fifth Wards. Coakley Brothers intentionally built the Eschweiler-designed warehouses near wealthy residential neighborhoods with prominent edifices and tall clock towers to advertise their business at intersections where their intended residential clients would be most likely to see them.

The warehouse is a fine example of Mediterranean Revival architecture applied to a warehouse building. Its height, accentuated by the clock tower, make it one of the most visible buildings on the west side of downtown. The building remained in use by a Coakley family company until 2017, when it was sold. It will continue use as a storage facility under the new owner, preserving the most characteristic features.

Period of Significance

The period of significance for the Coakley Brothers Warehouse is 1928, the year it was built. No substantial changes, interior or exterior, occurred after that time.

Historical Context – Milwaukee and the West End

The city of Milwaukee is located along Lake Michigan at the confluence of the Milwaukee, Menomonee, and Kinnickinnic rivers. The first mention of a community at this location was during the visit of Father Zenobius Membre to Fox and Mascouten Indians at what is now Jones Island near the mouth of the Milwaukee River. The native population of the area grew in subsequent years, including Potawatomi, Sauk, Ottawa, Chippewa, and Menominee groups.¹ Settlers of European descent initially used the area as a seasonal trading post during winter months when conditions further north were too harsh. As early settlement of the United States pushed west, land was forcibly taken from native peoples, many of whom were relocated to Iowa and Kansas. The early settlements that became

¹ John Gurda, *The Making of Milwaukee* (Milwaukee: Milwaukee County Historical Society, 1999), 7.

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Milwaukee were founded in the 1830s by Solomon Juneau (Juneautown, with business partner Morgan Martin), Byron Kilbourn (Kilbourntown), and George Walker (Walker's Point). Each claimed a piece of land and began settlements around the rivers, drawn by the large bay and deep mouth of the Milwaukee River, the deepest on the western shore of Lake Michigan. Although the settlement's growth was driven by commerce, political, religious, and cultural institutions quickly followed. The Town of Milwaukee was officially established in 1839 when Juneautown and Kilbourntown combined. Walker's Point was incorporated in 1845.²

Boosted by an influx of European immigrants, Milwaukee's population more than doubled in the four years following incorporation. By 1860, it had doubled again. After the Civil War, the trend increased, encouraged by industrial development. The economy grew at an astounding rate. In the twenty years following incorporation, Milwaukee became Wisconsin's center of commerce. The railroad, new regional roads, and the harbor made Milwaukee a trade hub for many products, most notably wheat from the Wisconsin countryside. It was the greatest shipper of wheat on earth by 1865 and one of the top twenty cities in America in the trade of a wide range of other products.³

Most of the land to the west of the city was purchased at the 1835 Federal Land Sale, the same sale where Juneau and Kilbourn purchased their land. Pioneer farmers and speculators bought large parcels west of the early settlements, anticipating that the city, which was limited on the east side by Lake Michigan, would one day expand to the west.⁴ The land speculators' gamble paid off. The west side, the area directly west of the downtown business district, was the first to develop after Milwaukee had filled its original city limits. It was bisected into north and south halves by Spring Street (present-day Wisconsin Avenue). At Spring Street's east end was the central business district where commercial activity was concentrated along the Milwaukee River. West of the central business district, starting approximately at North 8th Street, Spring Street was characterized by large agricultural lots. The street was an early thoroughfare, one of the first roads in Milwaukee to be paved with wooden planks in 1878. Spring Street originally terminated at North 35th Street where the Menomonee River valley turned north. West of North 27th Street, the west side was referred to as the West End, because it was literally the end of the important road.⁵

² Gurda, *The Making of Milwaukee*, 49.

³ Gurda, *The Making of Milwaukee*, 103.

⁴ City of Milwaukee, Department of City Development, *West Side Neighborhood Historic Resources Survey*, prepared for the City of Milwaukee, September 1984, 5.

⁵ John Gurda, *The West End, Merrill Park, Pigsville, Concordia*, (Madison, WI: University of Wisconsin System Board of Regents, 1980), 8-10.

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The first major land holder was George Smith, purchasing a tract of land on the north side of Wisconsin Avenue between North 13th Street and North 21st Street that encompassed 40 modern city blocks. The Rock River Canal Company was also a large early landholder, with thousands of acres they intended to sell to finance a canal between the Milwaukee and Rock rivers. When the company failed in 1849, the lands were surrendered to the state and sold. Most of the land was sold to private individuals subdivided into large lots on the east side of North 27th Street and smaller narrow lots on the west side of North 27th Street. All of the land between the central business district and North 27th Street was platted by 1885. In 1888, the city annexed lands all the way to 35th Street and divided it into residential lots.⁶ Before the twentieth century, there was little residential development past North 35th Street, partially due to the heavy industrial use of the Menomonee Valley and frequent flooding of the unsettled areas.

Wealthy residents began to move west into open land on Spring Street in the 1850s. Soon, the street turned into a gold coast of mansions for Milwaukee names like Mitchell, Kneeland, Plankinton, Johnston, and Pabst, some of the city's most prominent entrepreneurs and financiers. Mansions occupying entire blocks in some cases were built between 8th Street and North 35th Street on both sides of the street. Spring Street was renamed Grand Avenue in 1876 to reflect the wealthy estates and the popular pastime of strolling up and down the street to ogle them. Between 1880 and 1910, post-Civil War immigrants combined with domestic emigration to accelerate local population growth. Housing to accommodate the influx of new residents was built on the west side where land was more affordable than in the central business district, yet still accessible by the streetcars.⁷

The railroad was the major impetus for this dramatic influx of people. Sherburn S. Merrill, general manager of the Milwaukee and St. Paul Railroad (later simply referred to as the Milwaukee Road) owned a home at 33rd Street and Grand Avenue and anchored the west end of the Avenue. He was the largest landowner in the late 1800s, owning all the land between 30th and 35th streets and between Grand Avenue south to the Menomonee Valley, as well as several large lots north of Grand Avenue. As manager of the state's largest railroad, he was empowered to make decisions with a great effect on the value of his property and consequently his neighbors' property as well. As the railroad outgrew its shops in North Milwaukee, Merrill chose Menomonee Valley west of 35th Street for new shops, the largest industrial development in the valley at that time. The new shops opened in 1880 and attracted thousands of new workers. By the mid-1880s, workers previously commuting by train were beginning

⁶ City of Milwaukee, *West Side Neighborhood Historic Resources Survey*, 5-7.

⁷ City of Milwaukee, *West Side Neighborhood Historic Resources Survey*, 12.

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to settle between 27th and 35th streets and west of the shops in previously undeveloped areas of the valley itself.⁸

During this time, the railroad employed 28,000 people throughout the system. The Menomonee Valley shop serviced 160 railroad lines and 6,600 miles of track. By the early 1900s, the railroad was the largest employer in Milwaukee with more than 5,500 individuals on the payroll. This influx of workers gave the neighborhoods south and west of Grand Avenue (which still terminated around 39th Street) an entirely different character than the mansions on the esplanade. Merrill sold most of his own land south of Grand Avenue to his employees who built modest homes. Merrill Park, as the neighborhood was soon called, had the highest concentration of railroad workers in the city.⁹

The west side was divided into two wards, with Germans predominantly settling in Ward 2 (later 15) to the north of Wisconsin Avenue and Irish and English immigrants settling to the south in Ward 4 (later 16). Wealthier Germans settled between Highland Avenue and McKinley Avenue, with a few Germans of high social standing owning homes on Grand Avenue. Second and third generations tended to remain in the neighborhoods settled by their ancestors until the early-twentieth century when a new wave of Italian, Serbian and Slavic immigrants moved into the west side neighborhoods. Diversity increased with density, although individual institutions remained firmly rooted in cultural traditions of the predominant ethnic groups. This settlement pattern was typical of the city as a whole.¹⁰

Long-time Milwaukeeans were no strangers to the land north of Grand Avenue. During the second half of the nineteenth century, the Miller Garden at 40th Street and State Street was one of the most popular attractions in the city, with its open-air pavilion, bowling alley, swings, tables, and benches scattered throughout a lush landscape attracting thousands of visitors every weekend. Other than Miller's estate, little development occurred until Concordia College began construction in 1883. Concordia College attracted a different class of resident than the west and south neighborhoods with close proximity to the industry in the Menomonee Valley. Concordia was soon surrounded by homes of well-off Milwaukeeans who wanted a taste of suburban living but could not afford the palatial mansions of Grand Avenue and the developing lakefront neighborhoods. Highland Boulevard, a few blocks north of Grand Avenue, became its own esplanade of wealthy homeowners. As downtown development encroached on Grand Avenue, wealthy residents also relocated to Highland Boulevard. Sandwiched between the two high-end residential strips of Grand Avenue and Highland Boulevard

⁸ Gurda, *The West End*, 10-26.

⁹ Gurda, *The West End*, 14-33.

¹⁰ City of Milwaukee, *West Side Neighborhood Historic Resources Survey*, 12.

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were the homes of professionals, small businessmen, and managers as well as a few prominent public officials.¹¹

By the 1920s, the luster and exclusivity of Grand Avenue began to wear off. Wealthy families chose to move to the lakeshore, the north shore suburbs, and Wauwatosa. Between 1910 and 1940, many of the mansions were converted to rooming houses or institutional uses, or increasingly demolished and replaced with apartment blocks and commercial structures. Land around Grand Avenue became too valuable to justify large homes surrounded by landscaped gardens. Highland Boulevard lasted slightly longer. As the area became more and more urban, its wealthy homeowners followed their Grand Avenue neighbors north and west.¹²

The neighborhoods south and west of the Menomonee Valley tended to remain more stable. New industries were calling the Valley home every year, providing steady employment. Both World War I and World War II boosted industry and manufacturing in the Valley. After World War II, the shape of industry in the city changed. Many businesses started to relocate to the edges of the city, and the I-94 expressway, built on an earlier rapid-transit corridor, cut the neighborhood in half. After the war, residents that could afford it began to leave the neighborhood for the suburbs in droves, replaced by African Americans and newly immigrated ethnic groups.¹³

The Grand Avenue Viaduct was built between 1907 and 1911. The viaduct extended Grand Avenue across the north-south stretch of the Menomonee Valley and linked it to Wauwatosa. The viaduct was the final catalyst for Grand Avenue's transition from a stately esplanade to a major commercial thoroughfare. The street was renamed Wisconsin Avenue in 1926 reflecting the loss of its "grand" standing. The West End was no longer an end, but the middle along a miles-long stretch of road connecting Milwaukee to the western suburbs. While the neighborhoods north and south of Wisconsin Avenue retained many of their historic homes in varying degrees of integrity, only a few of the iconic Grand Avenue mansions remain, and none remain in use as private residences. Today the street is characterized by hospitals, schools, social centers, office buildings, and apartment buildings.¹⁴ The Pabst Mansion is now a house museum (2000 West Wisconsin Avenue). The Mitchell Mansion is now a private business and social club (The Wisconsin Club, 900 West Wisconsin Avenue). The handful of other extant residences have been converted to commercial uses.

¹¹ Gurda, *The West End*, 89-94.

¹² City of Milwaukee, *West Side Neighborhood Historic Resources Survey*, 12.

¹³ Gurda, *The West End*, 33-43.

¹⁴ Gurda, *The West End*, 93-101.

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History of the Coakley Brothers Company

The Coakley family that founded one of Milwaukee's most enduring storage and moving empires traces back to Timothy Coakley, an Irish immigrant who came to the United States as a teenager with his mother and siblings in 1838. They first settled in Boston, but moved west to Wisconsin when land seized by treaty from Native American nations was sold by the U.S. Government in the 1850s. Timothy, along with two of his siblings, claimed more than 400 acres in the southwest corner of Washington County, Wisconsin, in Erin township. Timothy sold his Erin land to his brother Francis in 1855 and entered the milling industry, one of the most profitable in Wisconsin at the time. After a period of apprenticeship, he settled near 8th Street and Michigan in Milwaukee and worked as a miller. With his wife and five children, he also maintained a house in Hartland, Wisconsin. Three of his sons, George (b. 1860), Charles (b. 1862), and William (b. 1867) would go on to found the Coakley Company.¹⁵

By the end of the nineteenth century, Milwaukee was booming with industry, attracting immigrants, entrepreneurs, and investors. Moving light freight in this environment required little training due to the high demand, so George, Charles, and William Coakley invested in a wagon and horses and began looking for work at the railyard. In 1888, they established the Lightning Messenger & Express Co. and promoted it heavily. They purchased a red spot-color display ad on the back of the 1889 city directory and placed one of only two paid ads for express companies that year. Their ads advertised a drayage rate of twenty-five cents per trunk. They continued to run an updated display ad each year until 1891.¹⁶ By 1892 they had acquired twenty horses, six express teams, two large furniture vans with teams, and two messenger teams, as well as the patronage of many of Milwaukee's leading merchants and families. A publication during that year referred to Coakley's Lightning Express as the "Pony Express for the quick delivery of messages."¹⁷

Initially, hauling freight was the secondary part of the Lightning Messenger business. They were primarily a message delivery service, contracting with Western Union to deliver telegrams on horseback throughout the city. The company was renamed Coakley Bros. in 1899. Earlier ads also refer to the company as Coakley Lightning Express. Coakley Brothers operated out of 163 West Water Street (present Plankinton Avenue) and owned an automobile livery a few blocks away at 2nd Street and Fowler Street (present St. Paul Avenue). In 1905, they built a five-story brick, wood, and iron warehouse on Fowler Street. They constructed an adjacent steel, concrete, and brick warehouse in

¹⁵ Michael Timm, *Coakley Brothers, Moving Milwaukee Since 1888* (Hartland, WI: OneTouchPoint, 2013), 39-56.

¹⁶ Timm, *Coakley Brothers*, 64-66.

¹⁷ *Milwaukee of Today* (Milwaukee: Pheonix Publishing Co., 1892)

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1911, claiming it was the first fireproof warehouse in the city. The later was called the Coakley Brothers Fireproof Warehouse and signage advertised storage of furniture, pianos, and wintering automobiles, indication of a shift from commercial drayage and messengering to storage services targeting the residential market. Both St. Paul warehouses have been demolished.¹⁸

During the Gilded Age, Coakley Brothers recognized that residential clients were acquiring more possessions than they could reasonably or safely keep in their homes. They shifted their marketing to these individuals, providing specialized vaults for trunks and valuables in their warehouses, as well as individual lockable units. In the late 1920s, they bought in fully to the residential market, constructing two new warehouses in affluent residential districts. They hired a prominent Milwaukee architecture firm, Eschweiler & Eschweiler, to design the buildings as local landmarks, complete with clock towers that would help promote their brand. The first building was constructed in 1927 at the intersection of Prospect Avenue and North Avenue, located prominently in Milwaukee's "Millionaire Zone" near the lakefront. It is a 102,000 square foot fireproof warehouse built for \$360,000 and clad in white Italian terra cotta (see Figure 3).¹⁹

The second warehouse is the subject of this nomination, built on West Wisconsin Avenue in 1928. The company took out a full-page ad to announce its grand opening in the June 3, 1928 issue of the *Milwaukee Journal*. The opening featured music and dancing, a drawing for a discounted private locked room for a year, and tours of the new facility, a "monument to beauty and utility." Among the building features listed are fireproof, mothproof, dustproof storage, 450 private locked rooms plus a vast amount of open storage space, a well-heated piano room, and trunk, rug, and silver vaults. The ad also lists the subcontractors, including J.L. Batiste & Son Co. (plumbing and heating), Uihlein-Ortmann Electric Co. (electrical), Chas. Polachek & Bro. Co. (lighting fixtures), Neidner & Co. (mantles and tile), and F.J.A. Christiansen (roofing).²⁰

When founder Charles Coakley died in 1937, several of the warehouse buildings were sold as part of the managing trust which took over his estate. After a tumultuous seventeen years working out an unusual succession plan, the company management and majority ownership was passed to Charles H. ("Chuck") and Neil Coakley, nephews of operating partners Bill and Charles and grandsons of founder George (who had dropped his ownership stake in the company around the turn of the century). Chuck was the "inside man," organizing workers, moves, and trucks, while Neil was the "outside man,"

¹⁸ Timm, *Coakley Brothers*, 66-80.

¹⁹ Timm, *Coakley Brothers*, 80-81.

²⁰ "Coakley Bros. Invite You To The Opening Of Their New \$450,000 Fireproof Warehouse," *Milwaukee Journal* (June 3, 1928, sec II), 8.

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reaching out to generate new business, manage clients, and act as the face of the business. Over the next decade, they bought out the interests of the rest of the family. Chuck founded his own moving and storage company in 1978, C.H. Coakley & Co. His descendants continue to own and operate C.H. Coakley & Co. and managed the Wisconsin Avenue warehouse until 2017.²¹

Architectural Significance

Storage and Warehouse Buildings

The storage warehouse building type was first constructed in Milwaukee around the turn of the century, mostly to serve the booming industrial and commercial activity. Between 1895 and 1900, fewer than six warehouses are listed in city directories; all located along the waterfront and railroad transportation corridors. Between 1900 and 1905, the number of storage businesses doubled to ten firms with thirteen buildings, still clustered around the river and rail corridors.

Ground floors were typically used for retail or commercial purposes with nicer finishes and large storefront windows. These spaces were used as the headquarters of the storage company or leased out to other businesses. Upper floors tended to be more utilitarian and as open as possible. Buildings advertising lockable storage might be subdivided into separate vaults and storage rooms. Storage buildings tended to have fewer windows than commercial and residential structures, but ambient light was typically provided through at least a few modest openings on each floor.²²

After 1910, storage and moving companies began to tailor to specific market sectors, with some catering to wholesale and merchant businesses and others focusing on the emerging residential moving and storage market. Fireproof construction became a key selling point for warehouse buildings. Companies began to construct and advertise fireproof buildings as early as 1910. The high rise storage warehouse is a building type relegated almost exclusively to the 1920s and concentrated in certain areas of the Milwaukee. Some were designed as cold storage facilities while others catered to

²¹ Timm, *Coakley Brothers*, 85-111.

²² Sebastian Renfield, "Wisconsin Historical Society Determination of Eligibility: Coakley Brothers Warehouse," (WisDOT Project ID 2190-00-01, certified October 31, 2016), 9-10.

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merchants, industries, and later residential storage. By the late 1920s, city directories list nearly thirty storage and moving companies, with six including “fireproof” in their company name.²³

The Coakley Warehouse is unusual compared to other extant storage warehouses for its integrity and location. The largest group of extant warehouses in the city is the Third Ward Historic District just south of downtown Milwaukee at the confluence of the rivers. Smaller groups of vacant or rehabilitated warehouses are also located in Walker’s Point and the Fifth Ward along the river and rail corridors. The other Eschweiler & Eschweiler-designed Coakley Warehouse on Prospect Avenue (sold in 1959) has been heavily modified with new window openings, reconfiguration of the interior for commercial and residential use, removal of ornamental terra cotta parapet and signage, reconfiguration of storefronts, and inappropriate exterior repair and paint treatments. Near the Coakley Prospect Avenue warehouse is the United Fire Proof Warehouse Co. at 2122 North Prospect Avenue (c. 1920, architect Martin Tullgren). It retains many of its exterior features. New windows on primary and secondary façades, modifications to first floor retail spaces, and installation of mini self-storage lockers have altered original features.

There are two west side storage warehouses built just east of the Grand Avenue Viaduct (Wisconsin Avenue Viaduct) around the same time. Boulevard Storage, at 2620 West Wisconsin Avenue, was built in 1923. It operated a moving business as well and was the first to lease vehicles from the nationwide Mayflower Van Company. The Coakley Warehouse is one of the most recognizable buildings at the west end of the Wisconsin Avenue (before the viaduct). Its ground floor was occupied by various tenants, including an auto dealership.²⁴ The Wisconsin Avenue Coakley Warehouse is also the most intact of all the warehouse examples outside of the Historic Third Ward. It retains many of its interior and exterior features, including many of the original private lockable vaults, rug and trunk vaults, elevators, windows, and exterior features.

Fireproof Construction

Massive fires in Chicago and San Francisco propelled the demand for fireproof construction materials and methods, and transformed building codes as these materials and methods became more readily available. The maxim of fire protection became that if nothing can burn, there can be no fire. Designers and city planners searched for noncombustible assemblies to achieve fireproof construction. The earliest noncombustible techniques involved load-bearing brick or structural ceramic tile in lieu of wood framing. “Mill” construction, using heavy timber with dimensions larger than the structural demands required, was also used. In a fire, charring might reduce the cross section of the timber but

²³ Renfield, “*Wisconsin Historical Society Determination of Eligibility*,” 11.

²⁴ City of Milwaukee, *West Side Neighborhood Historic Resources Survey*, 14-15.

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not so much as to affect the structural integrity. As metal framing technology grew in popularity, ceramic tile and other noncombustible materials were used to protect framing from weakening during fires, recognizing that materials must be heat-resistant as well as fire-resistant.

F.W. Fitzpatrick and Theodore Condron outline the tenets of fireproof design in their 1914 book, *Fireproof Construction*. They stress the importance not only of noncombustible materials, but also proper design and fire separation within a building:

“A building that is of fireproof materials, but not of fireproof design, is not fireproof. A building that is not of fireproof construction and design except in part, is not fireproof. A building that is strictly, thoroughly fireproof, yet filled with combustible contents, may have a destructive fire *in it*, but the building itself will not be wrecked or destroyed... The function of fireproof construction is to hold a fire in the spot in which it starts, to prevent its spreading, and to protect the structural parts of the building from destruction.”²⁵

Reinforced concrete solved many of the problems of existing noncombustible construction techniques. Metal and tile techniques were still vulnerable to fire as ceramic tile could explode at high heat, exposing the metal framing and making buildings unsafe to return to after fires. Reinforced concrete was patented by French engineers as early as the 1880s. Another patent was filed in Europe in 1892 and the U.S. in 1898. All these early systems called for variations of a reinforced concrete beam and girder layout with a concrete slab bearing on top. The first two-way slab, which eliminated the supporting beams, was patented by Alexander Matrai in 1899. The concept of a concrete flat-plate floor on monolithic concrete columns was presented in 1900. Albert Kahn used reinforced concrete at the Packard Motor Car Company factory in 1905, one of the earliest built applications.²⁶

Claude Allen Porter (C.A.P.) Turner was the first to develop a commercially viable flat-slab floor system supported on concrete “mushroom” cap columns. He was a bridge designer who began experimenting with reinforced concrete systems based on concrete columns and girders with two-way slabs. He first described his flat-slab system in 1895, which utilized a 4-way concrete reinforcement with a substantial conical concrete column capital to provide the shear strength. These early drawings featured the “mushroom head column,” octagonal columns with capitals poured using cast-iron formwork of various shapes, sizes, and designs. His drawings of the system were featured in several industry publications. The first building to use the system was the Johnson-Bovey Building in

²⁵ F.W. Fitzpatrick and Theodore Lincoln Condron, *Fireproof Construction* (Chicago: American School of Correspondence, 1914), Fireproof Construction Part 1, 16.

²⁶ D.A. Gasparini, “Contributions of C.A.P. Turner to Development of Reinforced Concrete Flat Slabs 1905-1909,” *Journal of Structural Engineering* (October 2002, 1243-52), 1244-1245.

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Minneapolis (1906, demolished). The second building was the Marshall Building (previously the Hoffman warehouse, 1906, extant) in Milwaukee's Third Ward National Historic District. Between 1905 and 1910, concrete flat slab buildings became commonplace almost completely due to the work of C.A.P. Turner. Turner's system had many economic advantages over previous reinforced concrete systems, including minimized form work, reduced floor framing depths, simplified lighting and finishing options, and strength adequate for heavy dead and live loads. Turner was soon knee-deep in projects and his system was used around the country.²⁷ The Coakley Brothers Warehouse used a similar mushroom-head flat-slab system more than thirty years after Turner first debuted it, demonstrating the endurance and efficacy of the structural principles he pioneered.

Reinforced concrete became the material of choice for fireproof buildings. It is noncombustible and withstands high heat without impacting its structural capacity. Concrete frame construction could be exposed to the elements and infilled with masonry or windows or clad in masonry to conceal the concrete frame, giving designers and budgets great flexibility. Often, buildings in the first half of the twentieth century used both approaches, with street and primary elevations featuring veneer brick or terra cotta arranged in one of the popular Period Revival motifs while secondary elevations were characterized by exposed, unadorned concrete frames infilled with masonry and/or windows. On the interior of fireproof buildings, chases, stairs, boiler rooms, and other fire-vulnerable spaces were isolated by masonry walls and heavy steel-plated fire doors to prevent fires from spreading to other rooms or floors. Windows tended to be metal with wire safety glass to further reduce combustible materials.

All of these fireproofing techniques were utilized at the Coakley Brothers Warehouse. Even the individual storage units were constructed of structural clay tile with large steel fire doors to prevent fires from spreading between storage units. Steel windows and fire separation between floors further protected the building's contents.

Architects Eschweiler & Eschweiler

Alexander Eschweiler and Eschweiler & Eschweiler, the firm he ran with his sons during the latter part of his career, are considered master architects according to the *Cultural Resource Management in Wisconsin*. Their work spans eighty years and includes projects across Wisconsin and the greater Midwest region. While the Coakley Brothers Warehouse is not one of their most prestigious projects, it is representative of Eschweiler's approach to architecture as the pursuit of high quality, practical designs regardless of the size or price of the commission.

²⁷ Gasparini, "Contributions of C.A.P. Turner to Development of Reinforced Concrete Flat Slabs 1905-1909, 1245-1248.

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Alexander C. Eschweiler was born in Boston to a German-immigrant father and a mother from a long-standing New England family. His father, a mining engineer, moved the family to Upper Michigan following a job as head of a mining company in Houghton. When Alexander was 17, his father retired and the family moved to Milwaukee in search of better education for their son. Alexander attended Marquette College for a year and then transferred to Cornell University. Upon graduation in 1890, he returned to Milwaukee where he had also interned during the summers. He worked for several of Milwaukee's most notable firms of the era, including Ferry and Clas (Wisconsin Historical Society building (NRHP 72000049), Milwaukee Public Library Central Branch), H.C. Koch and Company (Milwaukee City Hall, NRHP 73000085), and Edward Townsend Mix (St. Paul's Episcopal Church, NRHP 74000110, and several west side mansions). In 1892, in the midst of an economic depression that slowed construction, he began his own practice. Most of his early work involved residences for relatives and prominent clients. His many residential commissions resulted in there being more homes in the North Points historic district designed by him than any other architect. These residential commissions for well-connected clients paved the way to the important commercial projects in later years. Between 1903 and 1927, he designed several schools and churches in Milwaukee and Southeast Wisconsin. He earned several prestigious commissions as one of Milwaukee's few university-trained architects, a qualification that was growing in importance to prospective clients as building types such as schools were becoming more specialized.²⁸

Eschweiler's career spanned a period during which the styles of the past represented the aspirations of a new elite class. He became a master of styles, especially the Tudor and Jacobean Revivals, while imbuing them with a certain American quality that appealed to his clients. His wealthy clients preferred the familiar aesthetics of English and European aristocratic country lifestyles, which reflected respectability, discretion, and familiar comfort, to the unfamiliar and still-evolving connotations of architecture of the Modernist Movement. Like many of his contemporaries, Eschweiler became a specialist in blending and hybridizing styles in ever more eclectic mixtures such that many of his buildings are recognizable as his work while remaining firmly rooted in the style of a specific period.²⁹

Eschweiler's first commercial commission was in 1904 for the Milwaukee Gas Light Company plant in the Menomonee Valley. He also designed Milwaukee's Gas Light Company Building (1923) on East Wisconsin Avenue, one of the city's most prominent office towers. His commercial work soon became a larger piece of his portfolio, including office and exchange buildings for the Wisconsin

²⁸ Daniel O'Keefe, "Introduction to Alexander C. Eschweiler," in *Alexander Eschweiler in Milwaukee*, (Milwaukee: Charles Allis Art Museum, 2007), 5-6.

²⁹ Erika Esau and Sam Watters, "A Period of Revival Styles in America – 1890-1940," in *Alexander Eschweiler in Milwaukee* (Milwaukee: Charles Allis Art Museum, 2007), 16-17.

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Telephone Company in several Wisconsin cities. His Wisconsin Telephone Company headquarters on North Broadway was Wisconsin's tallest office building for more than three decades.³⁰

While Eschweiler maintained a home and office in Milwaukee, he also purchased a lake home near North Lake in Waukesha County, which his family used as a summer residence. He commuted back and forth on the train with many of Milwaukee's prominent business men in the summers, expanding his client list. After about 1911, he began to design projects throughout the state of Wisconsin.³¹

He invited his three sons to join him in the practice in 1923, renaming the firm Eschweiler & Eschweiler. The new firm occupied two floors of a building on East Mason Street which they had remodeled.³² All of the sons served in World War I and graduated from Cornell, their father's alma mater, between 1915 and 1923. The sons provided different skills that helped grow the firm while maintaining their father's insistence on quality and sound design principles. Alexander Jr. was known as an astute businessman and corporate leader. Theodore (Ted) was known for salesmanship and active involvement in the business community. Carl was seen as the most creative of the three. Carl also established Atelier Eschweiler during the Great Depression to nurture up-and-coming architects. The firm was closed in 1972, having completed more than 1,100 commissions in Milwaukee, the state of Wisconsin, and beyond. Thomas Eschweiler, the grandson of Alexander and son of Alexander Jr., founded the Wisconsin Architectural Archive at the Milwaukee Public Library central location, including the full collection of Eschweiler works and over 10,000 additional projects by as many of 500 architects who contributed to Wisconsin's architectural landscape.³³

Mediterranean Revival Architecture in Milwaukee and Wisconsin

Mediterranean Revival is one of several Period Revival styles popular in the first half of the twentieth century. In designing a building in one of the Period Revival styles, architects borrowed a wide range of past motifs and styles and applied them, often in blended or Americanized forms, to several types of buildings from industrial warehouses to commercial office buildings to single-family residences to apartment blocks.

At the Coakley Brothers Warehouse, Eschweiler applied the Mediterranean Revival style to common commercial form, the three-part vertical block. This form is similar to that of a classical column with a

³⁰ O'Keefe, "Introduction to Alexander C. Eschweiler," 7.

³¹ O'Keefe, "Introduction to Alexander C. Eschweiler," 7.

³² Richard S. Davis, *Fifty Years of Architecture* (Milwaukee; Hammersmith-Kortmeyer, 1943), n.p.

³³ Win Thrall, *Alexander Eschweiler in Milwaukee, Celebrating a Rich Architectural Heritage* (Milwaukee: Charles Allis Art Museum, 2007), 31.

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base, shaft, and capital. At the Coakley Warehouse, the base is formed by the limestone storefront arcade. The base transitions to the shaft with the third floor brick patterning and tile details. Between the third and eighth floor there is little to no difference in exterior surface articulation of each floor. The eighth floor forms a distinct upper zone separated and distinguished by limestone belt coursing, brick patterning, and tile details. Architects began experimenting with the three-part vertical block form as early as the 1850s, with fully-evolved examples appearing in the 1890s as the aesthetic for tall buildings took shape in Chicago. By the 1920s, the three-part vertical block form dominated all tall building construction. As Period Revival styles became more popular, the variations applied to the three-part vertical block were endless, especially at the base and top zones. The transitional zone at the third floor of the Coakley Warehouse is also typical of the evolution of the form. The incorporation of setbacks, towers, and other elements in the top zone was also typical of the form by the 1920s. The clock tower, which steps back slightly from the main wall face, is representative of this evolution at the Coakley Warehouse.³⁴

In Wisconsin, Mediterranean Revival style is closely linked to Spanish Revival, but without traditional Spanish details such as metal grillwork. Mediterranean Revival buildings are characterized by flat wall surfaces broken by arcading and terra cotta or tile ornamentation. Towers and turrets may also be incorporated. While stucco or plaster is common of the style, brick walls sometimes remain unplastered, especially in more utilitarian commercial buildings. Plans often center around a courtyard. In utilitarian and smaller-scale commercial structures in Wisconsin, stylistic references may be restrained. Nondescript buildings may feature small tile insets, balconies, arches, or urns but are otherwise astylistic.³⁵ Arches are typically semicircular, but Moorish and segmental arches are also popular. Significant variation in window size and fenestration may be visible on a single façade, with larger, more elaborate windows and ornament at primary focal points, such as a storefront or main entrance. Specific motifs are wide-ranging, subject to the individual style of the architect or client.³⁶

In Milwaukee, examples of the style include the Lloyd R. Smith House (1923, NRHP 74000107, David Adler) with its arcaded central courtyard, and the two-story commercial Bertelson Building (NRHP 92000124, 1927, Martin Tullgren and Sons) at 2010 North Prospect Avenue. Claude and Starck designed the Dwight T. Parker Public Library (NRHP 83003398, 1916) and the Dwight Foster

³⁴ Longstreet. *The Buildings of Main Street* (Walnut Creek, CA: Alta Mira Press, 2000).

³⁵ Wyatt, ed. *Cultural Resource Management in Wisconsin* (Madison, WI: State Historical Society of Wisconsin, 1986), Architecture 2-23.

³⁶ Marcus Whiffen, *American Architecture Since 1780, A Guide to the Styles* (Boston: Massachusetts Institute of Technology, 1992), 225.

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Public Library (1916) in Fennimore and Fort Atkinson respectively, demonstrating good examples of the style applied to public buildings.³⁷

Conclusion

The Coakley Brothers Warehouse is a good example of the Mediterranean Revival style by Period Revival specialists and state of Wisconsin master architects Eschweiler & Eschweiler. The architects employed several motifs of the style including inset tile work, arches, and a tower topped with a clay tile roof. While not one of the firm's most significant works, it speaks to their reputation as designers of high quality buildings regardless of the amount of prestige or paycheck the project would earn them.

With high integrity interior and exterior, the Coakley Brothers Warehouse retains numerous features specific to the storage warehouse type. It is a prominent edifice in Milwaukee's west side and one of the few remaining indicators of the well-healed neighborhoods that once lined Wisconsin Avenue. Its eight floors are unusual for the storage building type as high-rise storage facilities were a relatively short-lived trend during the 1920s. Its intact rug and trunk vaults, lockable private fireproof storage rooms, large freight elevators, and intact retail showroom and offices (a standard for the building type in that era) all tell the story of 1920s storage warehouses.

The Coakley Brothers Warehouse represents one of the best examples of this building type extant in the city. It was built by Milwaukee's oldest extant moving and storage business. It represents the Coakley Brothers 1920s-era business model of providing high-end storage facilities targeting residential clients by locating within their neighborhoods where the building would be highly visible and comfortably close. It is a rare example of the warehouse type as advertisement for the operating company, acting as a billboard for the business. Given its visibility from the west, south, and north, Eschweiler & Eschweiler's architectural design signified the quality and security the business would provide to its storage and moving clients. It is a prime example of a storage warehouse and the best extant example outside the central commercial and industrial districts in Milwaukee.

Preservation Activity and Archeological Potential

The building has remained in continuous use as a storage facility from its construction to sale in 2017. Regular maintenance and repair campaigns have retained the building in good condition. Other than continued maintenance and use, there have been no preservation efforts undertaken at the property. The new owner intends to use the building as a storage facility. A Historic Tax Credit application has been submitted outlining Phase One rehabilitation plans. Planned rehabilitation efforts involve needed

³⁷ Wyatt, ed. *Cultural Resource Management in Wisconsin*, Architecture 2-23.

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upgrades to plumbing, electrical, windows, exterior masonry maintenance, storefront rehabilitation, and limited interior modifications. Archeological potential has not been assessed.

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Verbal Boundary Description:

The polygonal boundary closely followed the building perimeter with a long center access perpendicular to West Wisconsin Avenue. The boundary is consistent with the parcel boundary, legal description "Grand Avenue Park in NW ¼ Section 25-7-21 Lot 13 BID #10," which is also congruent to the building footprint. The boundary begins at the point corresponding to the southeast corner of the parcel and continues west approximately 75 feet, following the parcel line along the back edge of the West Wisconsin Avenue sidewalk. The boundary then turns north for approximately 160 feet along the parcel line, corresponding to the west exterior building wall. The boundary followed the parcel line east for approximately thirty feet along the north parcel line, then jobs south approximately ten feet along the west edge of a rear alley/loading dock area, and then continues east approximately 45 feet corresponding to the north parcel line and the north wall face of the building. The boundary then turns south and follows the east parcel line along the east wall face approximately 150 feet to the point of origin.

Boundary Justification:

The boundary corresponds to current parcel lines on all sides, which includes the entire building perimeter plus a small ten-foot by ten-foot area at the west end of the public alley next to the north stair. The neighboring properties are all privately owned by different companies or individuals and not functionally or stylistically related to the Coakley warehouse building.

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Coakley Brothers Warehouse
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Photographs

RESOURCE:

Coakley Brothers Warehouse
City of Milwaukee, Milwaukee County, Wisconsin

PHOTOGRAPHERS:

Donna Weiss and Kate Bissen, February 2018

LOCATION OF ORIGINAL DIGITAL FILES:

Wisconsin Historical Society, State Historic Preservation Office
816 State Street, Madison, WI 53706

LIST OF PHOTOGRAPHS:

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South elevation of the clocktower.

Photograph 03 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0003)
Decorative glazed terra cotta tile and face brick motifs at the south elevation.

Photograph 04 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0004)
Typical storefront window, west elevation.

Photograph 05 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0005)
Typical first floor and second floor transom window arrangement, north bays of west elevation.

Photograph 06 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0006)
East elevation and surrounding context.

Photograph 07 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0007)
North elevation.

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Main entry mosaic tile.

Photograph 09 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0009)

Original passenger elevator cab (southeast elevator shaft).

Photograph 10 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0010)

Showroom space with decorative plaster work, cast iron railing, and original light fixtures, looking northeast.

Photograph 11 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0011)

Showroom space from mezzanine looking southwest.

Photograph 12 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0012)

Typical second floor storage space with intact transom windows, looking west.

Photograph 13 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0013)

Loading docks at north side of second floor.

Photograph 14 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0014)

Third floor open storage space, looking north.

Photograph 15 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0015)

Trunk vault outer door, fourth floor.

Photograph 16 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0016)

Trunk vault inner door, fourth floor.

Photograph 17 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0017)

Intact corridor and storage units, fifth floor looking north.

Photograph 18 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0018)

Typical original storage unit doors, fifth floor.

Photograph 19 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0019)

Typical open storage space, seventh floor looking northwest.

Photograph 20 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0020)

Typical open storage space, eighth floor looking southeast.

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Photograph 21 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0021)
Typical open storage space, eighth floor looking northwest.

Photograph 22 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0022)
Typical fire door at north stair, eighth floor.

Photograph 23 of 23 (WI_Milwaukee County_Coakley Brothers Warehouse_0023)
Typical stair conditions, south stair looking down from eighth floor landing.

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Figure 22: As-Built Sixth Floor Plan. (WILDESIGN Architects, 2018)

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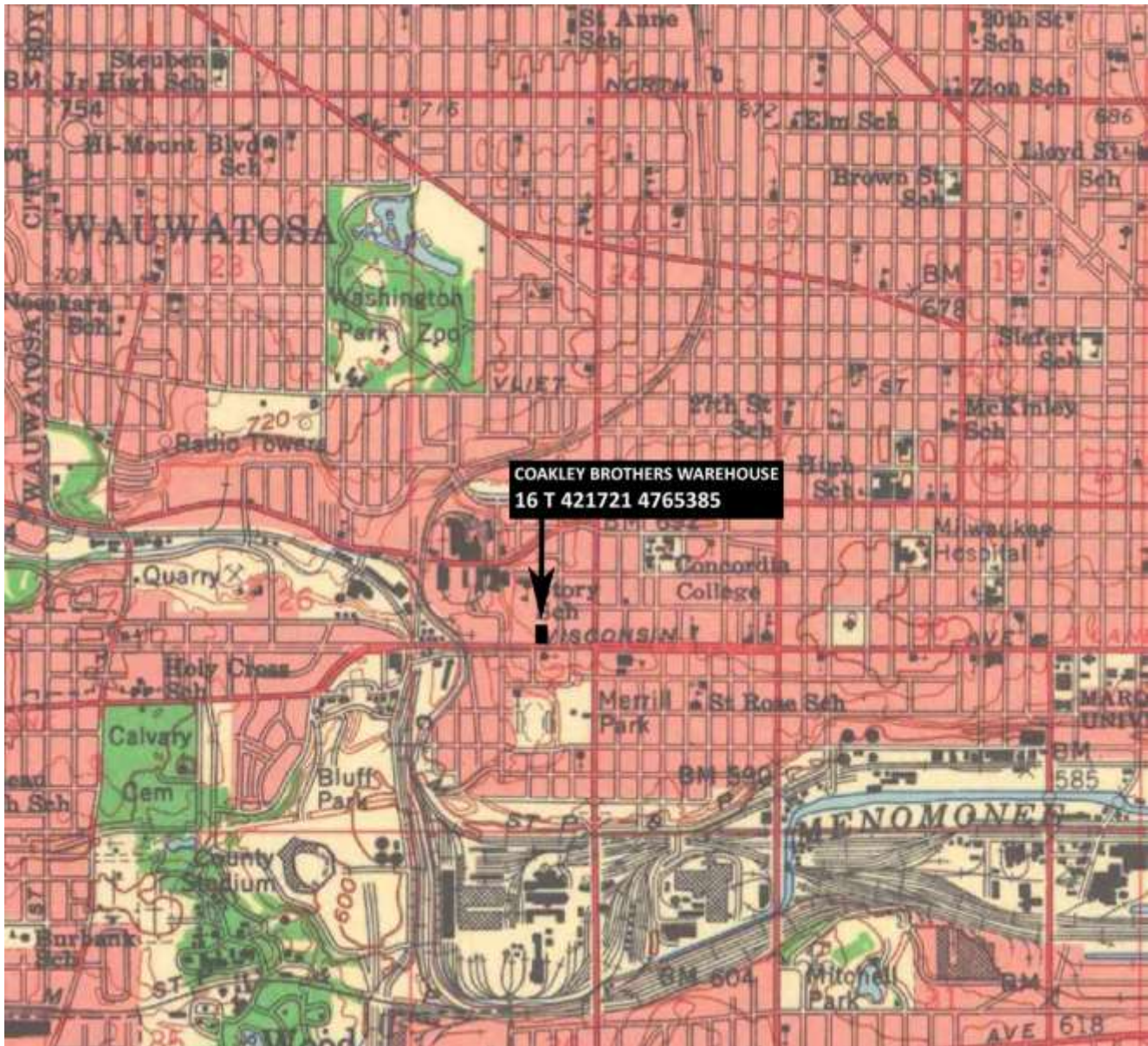


Figure 1
USGS Map with UTM Coordinates.

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**COAKLEY BROTHERS WAREHOUSE
3742 W. Wisconsin Ave., Milwaukee County, Wisconsin**
Sketch Map and Exterior Photo Locations

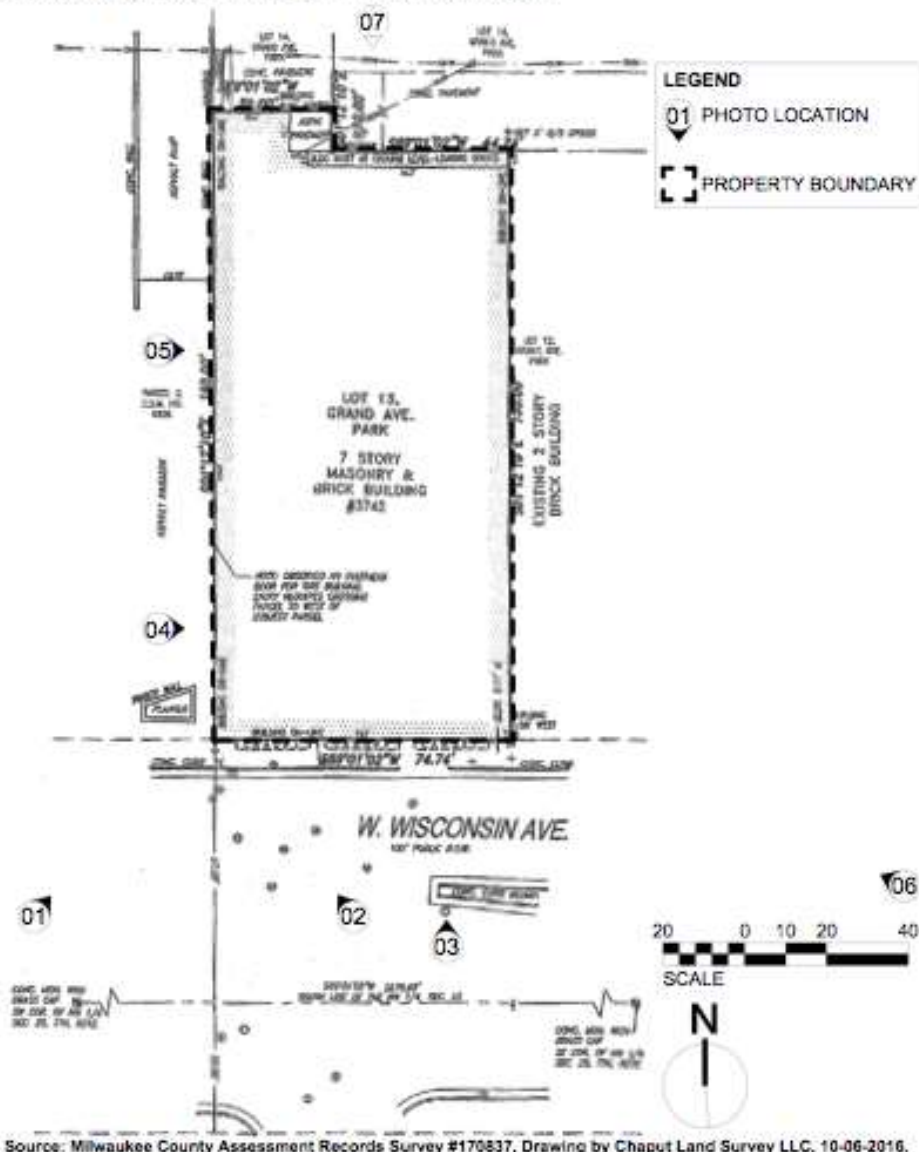


Figure 2 Photo key and site map. (Milwaukee County Land Records, 2016 Plat of Survey by Chaput Land Surveys LLC, Milwaukee, WI)

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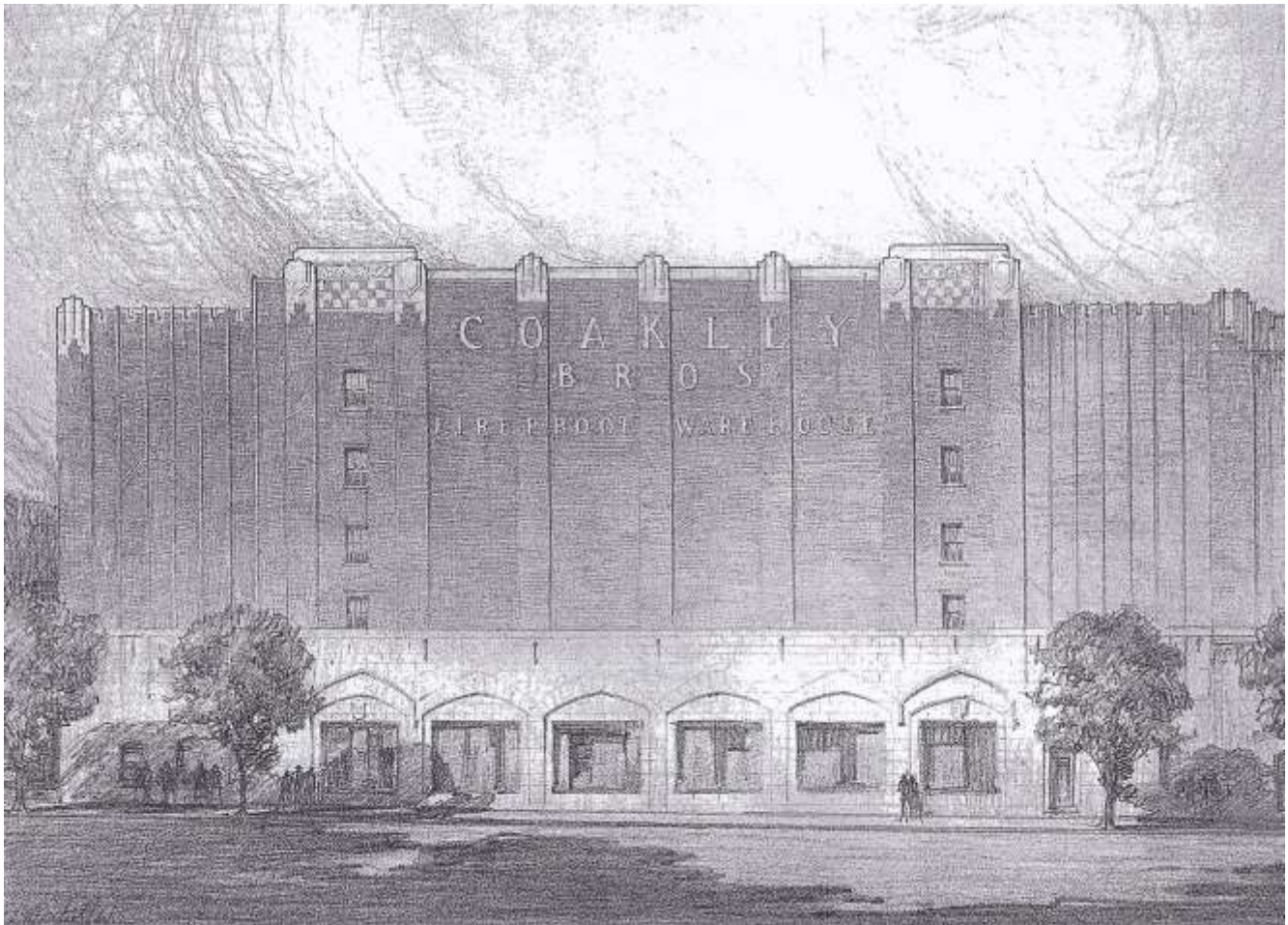


Figure 3
Eschweiler & Eschweiler's rendering of the Prospect Avenue Coakley Brothers Warehouse constructed in 1927. (*Fifty Years of Architecture*, Richard S. Davis, 1943)

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Figure 4

Photograph of the Coakley Brothers Warehouse at 3742 West Wisconsin Avenue c. 1928. (*Fifty Years of Architecture*, Richard S. Davis, 1943)

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Coakley Brothers Warehouse
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COAKLEY BROS.
invite you to the opening of their new \$450,000.00
FIREPROOF WAREHOUSE
Wisconsin and 37th—at the Viaduct
Saturday, June 9th
Sunday, June 10th
Music and Dancing



SATURDAY
JUNE 9th
Music and Dancing
1:00 to 11 p. m.

SUNDAY
JUNE 10th
MUSIC
2 to 3 p. m.
Sevens

FREE —Ticket good for one year of storage at \$10 per month to be given away. Particulars at the opening.

450 PRIVATE LOCKED ROOMS AT \$5 A MONTH AND UP

Includes a Free Entrance of Great Storage Space,
WELL HEATED PIANO ROOM
TRUFF, RUB AND SILVER TAPETS
Telephone Grand 407

SATURDAY
JUNE 9th
Music and Dancing
1:00 to 11 p. m.

SUNDAY
JUNE 10th
MUSIC
2 to 3 p. m.
Sevens

The following contractors used the best of materials and skilled workmanship to make this building the finest of storage plants:

ESCHWEILER and ESCHWEILER, Architects, 210 Mason Street

J. L. BAYBIS & SON CO. Plumbing and Sheet Metal Workers 1811 Lake Ave. Milwaukee 4887
USHEIN-GOTTMANN ELECTRIC CO. Electricians 109 DuSable Ave. Broadway 1040
H. REISNER & CO. Plumbers and Tinsmiths 313 East Water Street
RICK BROS. Plumbing and Sheet Metal Workers Broadway 910
CHAS. POLSCHICK & BRO. CO. Painting Contractors Grand 738
F. J. A. CHRISTIANSEN Heating Broadway 1130
181 East Wisconsin Avenue

COAKLEY BROS.
Main Office and Warehouse 41-43 SECOND STREET

Figure 5
Advertisement for the Grand Opening of the Coakley Brothers Warehouse at West Wisconsin.
(Milwaukee Journal, June 3, 1928, sec II page 8)

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Milwaukee, Milwaukee County WI

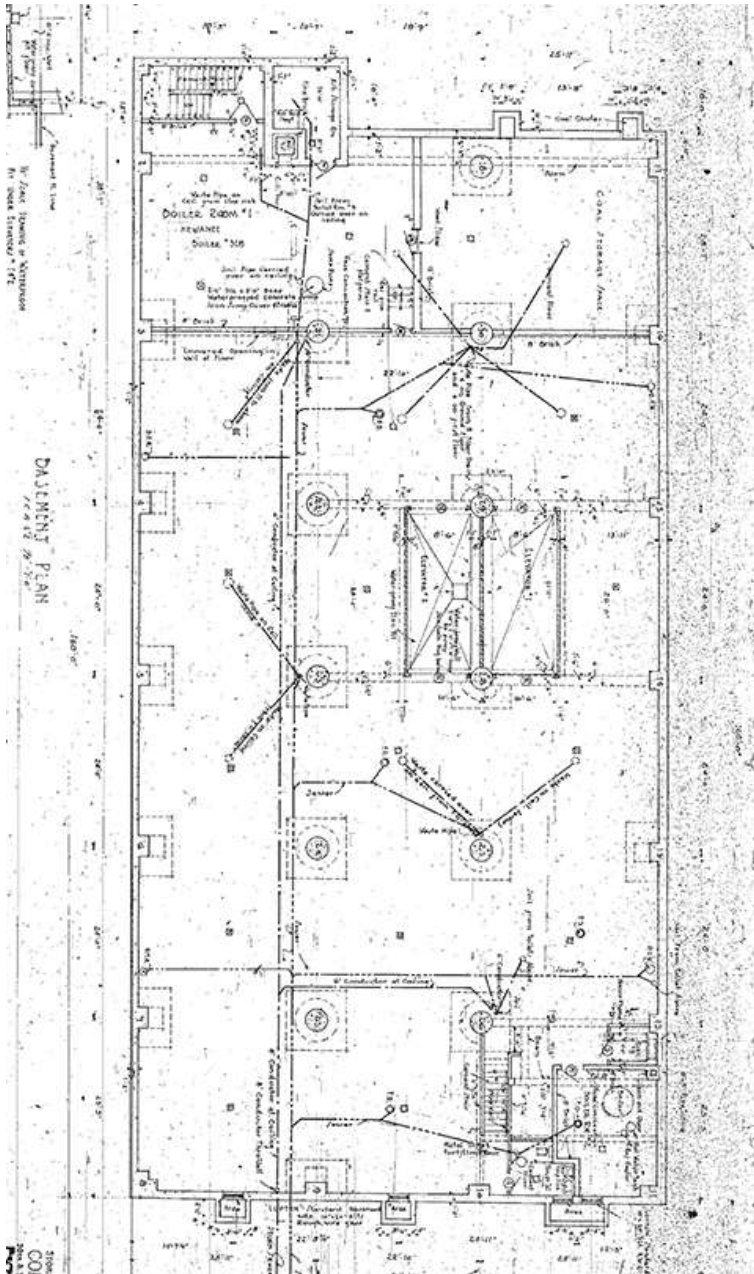


Figure 6
Historic Basement Plan. (Eschweiler & Eschweiler, 1928)

**United States Department of the Interior
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Section figures Page 8

Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

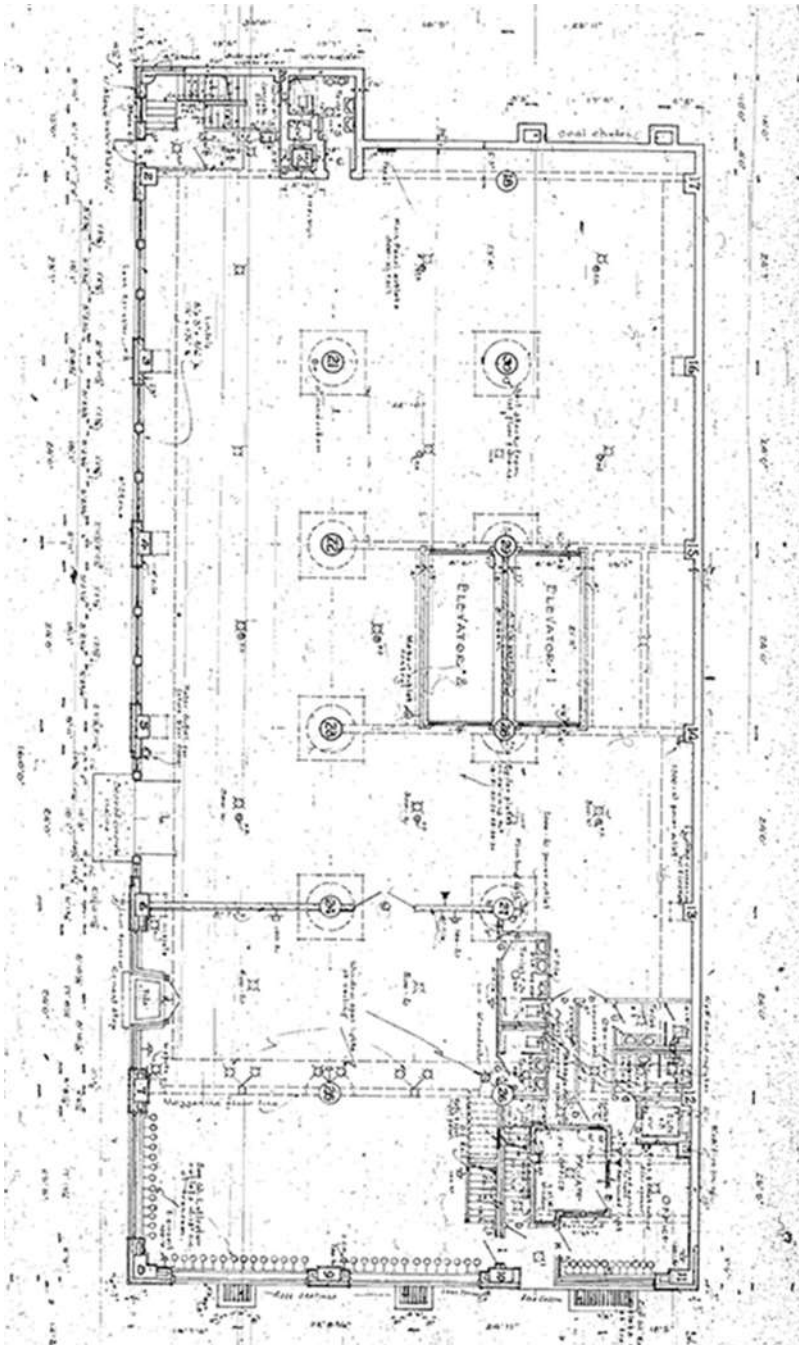


Figure 7 Historic First Floor Plan. (Eschweiler & Eschweiler, 1928)

**United States Department of the Interior
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Section figures Page 9

Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

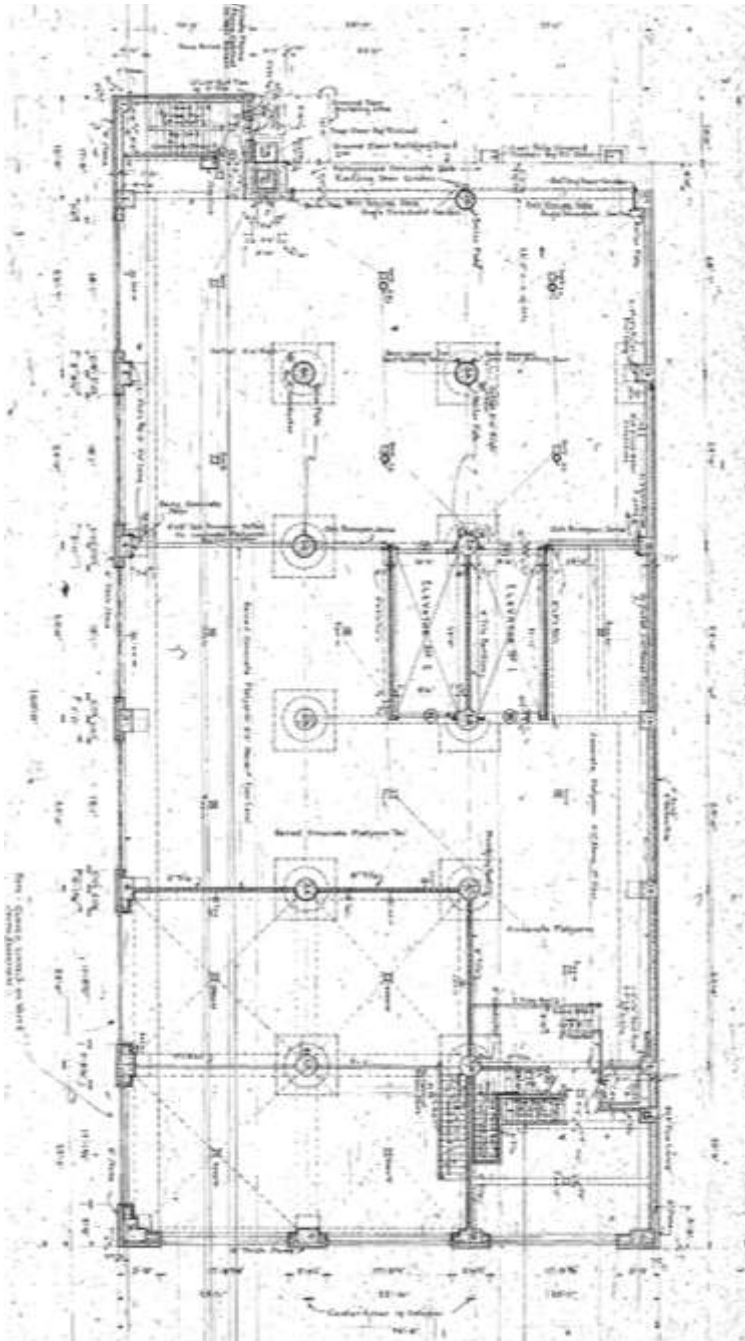


Figure 8 Historic Second Floor Plan. (Eschweiler & Eschweiler, 1928)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

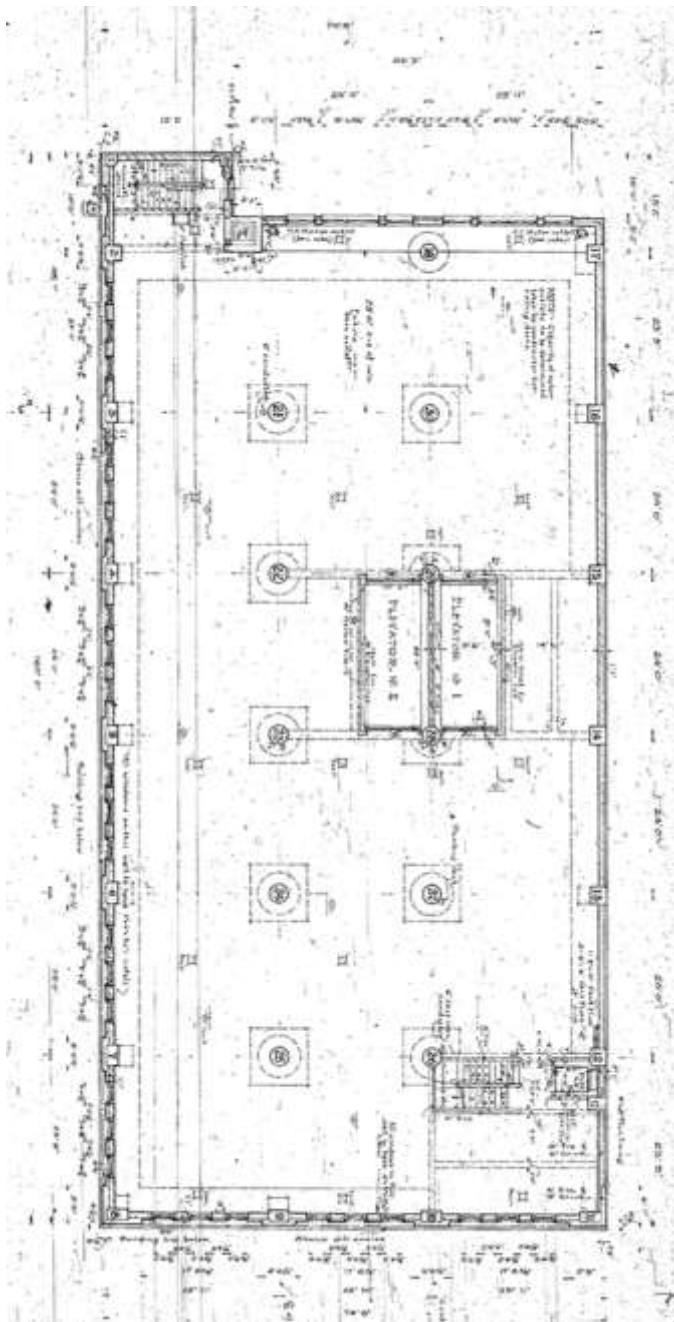


Figure 9 Historic Third Floor Plan. (Eschweiler & Eschweiler, 1928)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

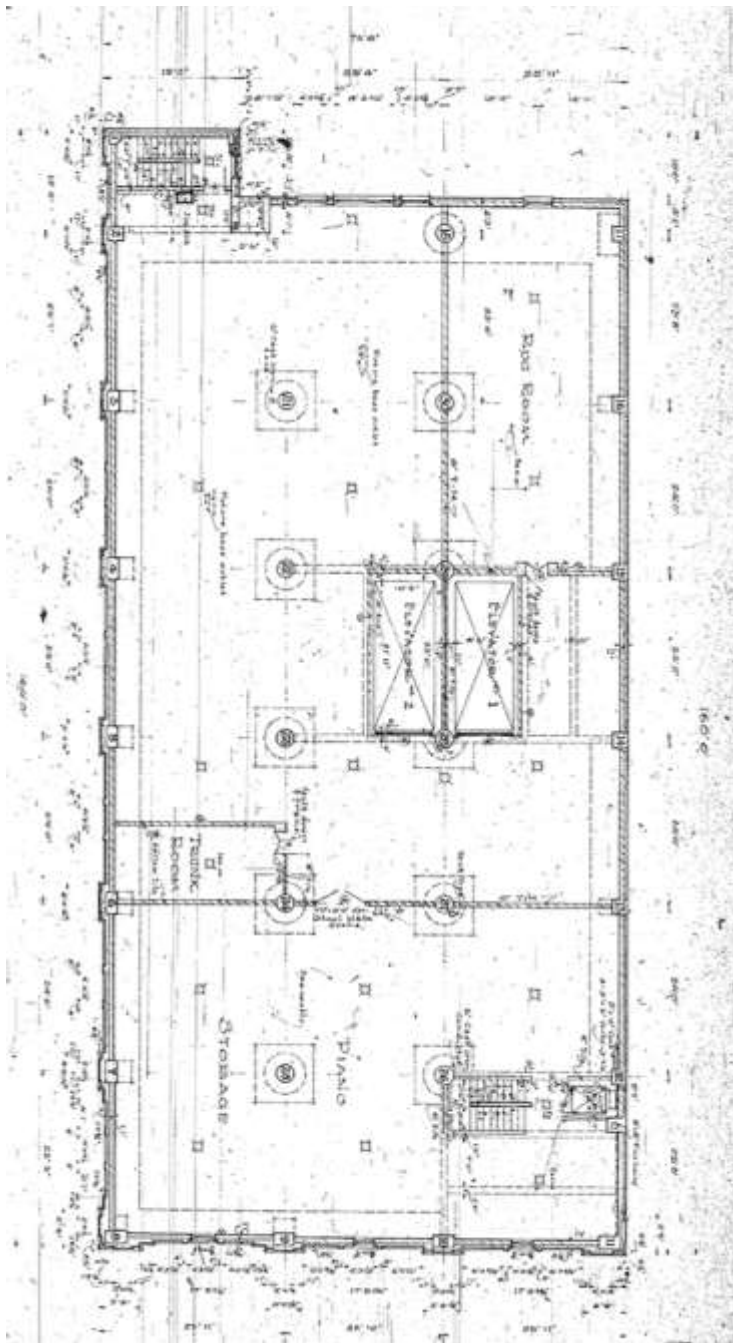


Figure 10 Historic Fourth Floor Plan. (Eschweiler & Eschweiler, 1928)

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Section figures Page 12

Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

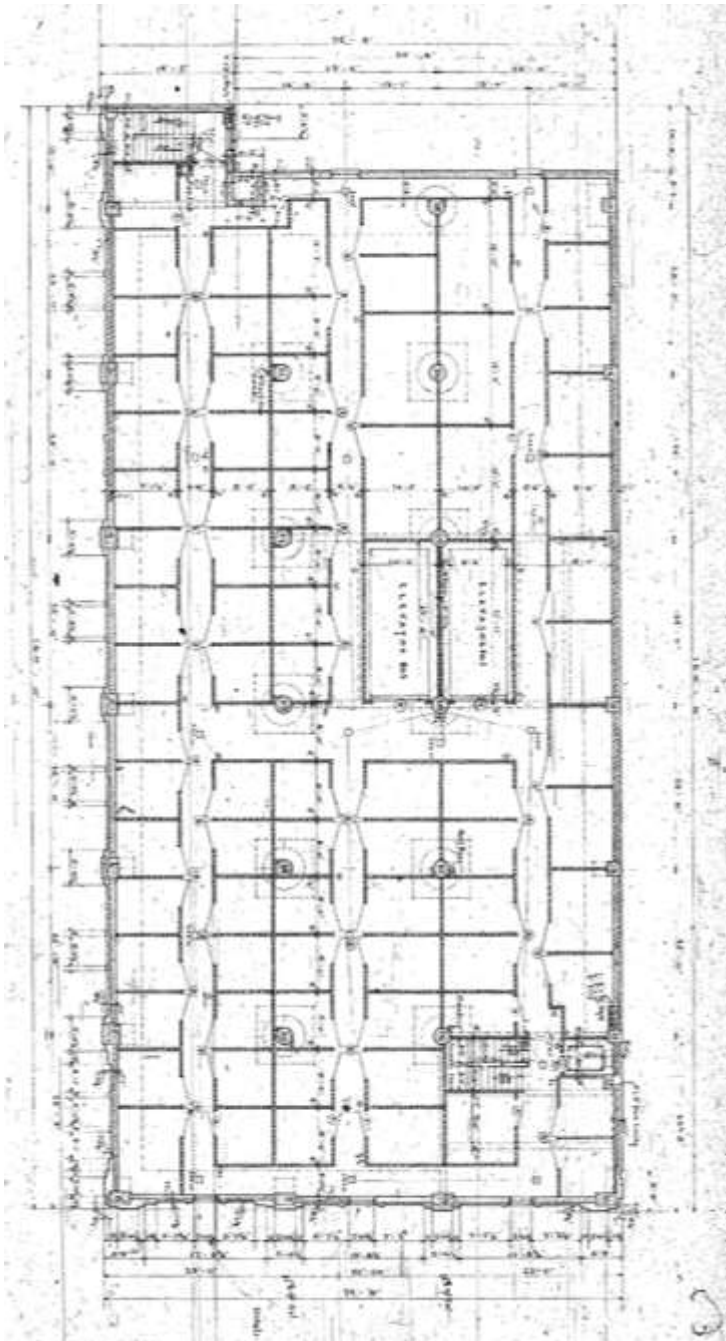


Figure 11 Historic Fifth through Eighth Floor Plan. (Eschweiler & Eschweiler, 1928)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

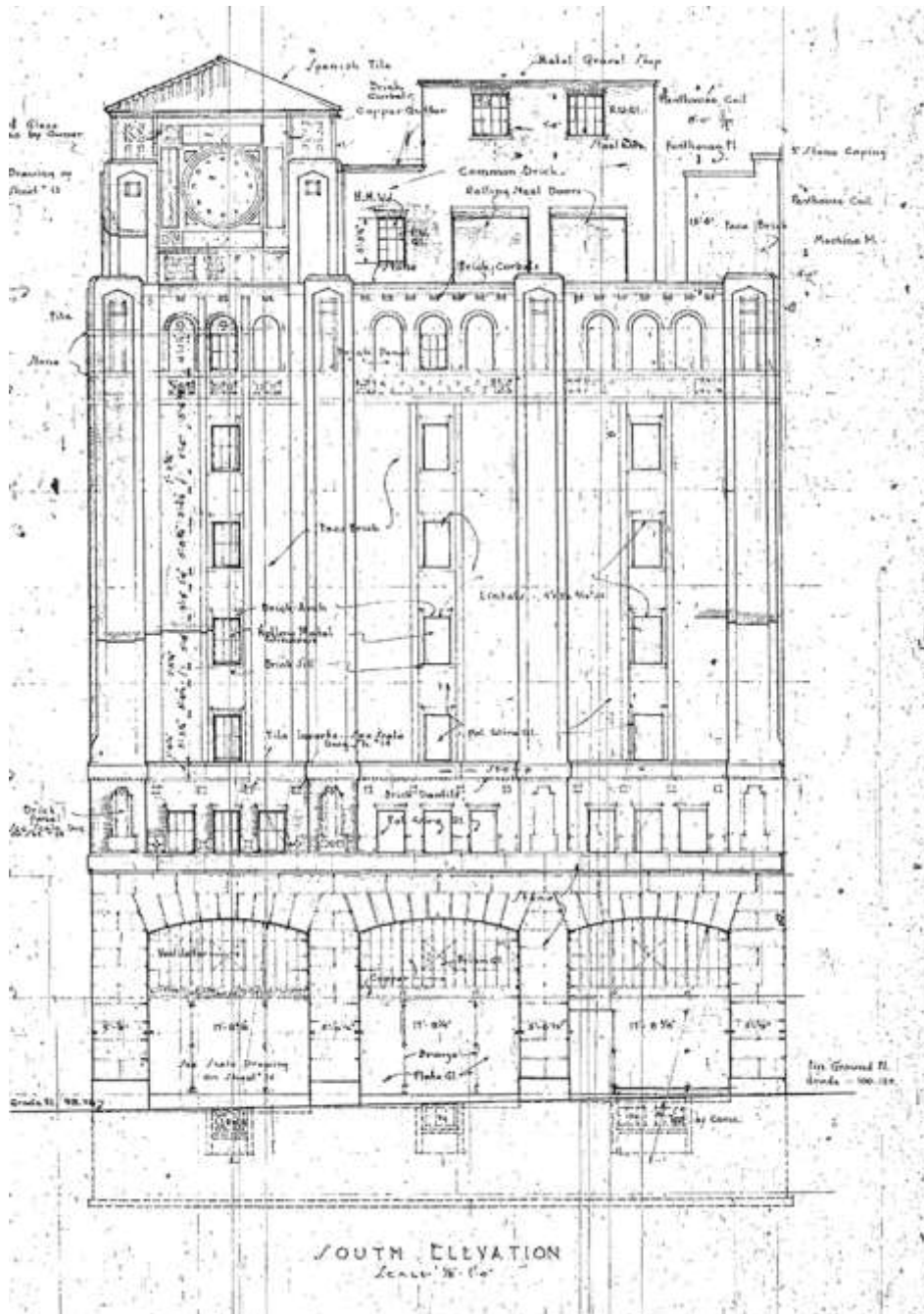


Figure 12 Historic South Elevation. (Eschweiler & Eschweiler, 1928)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

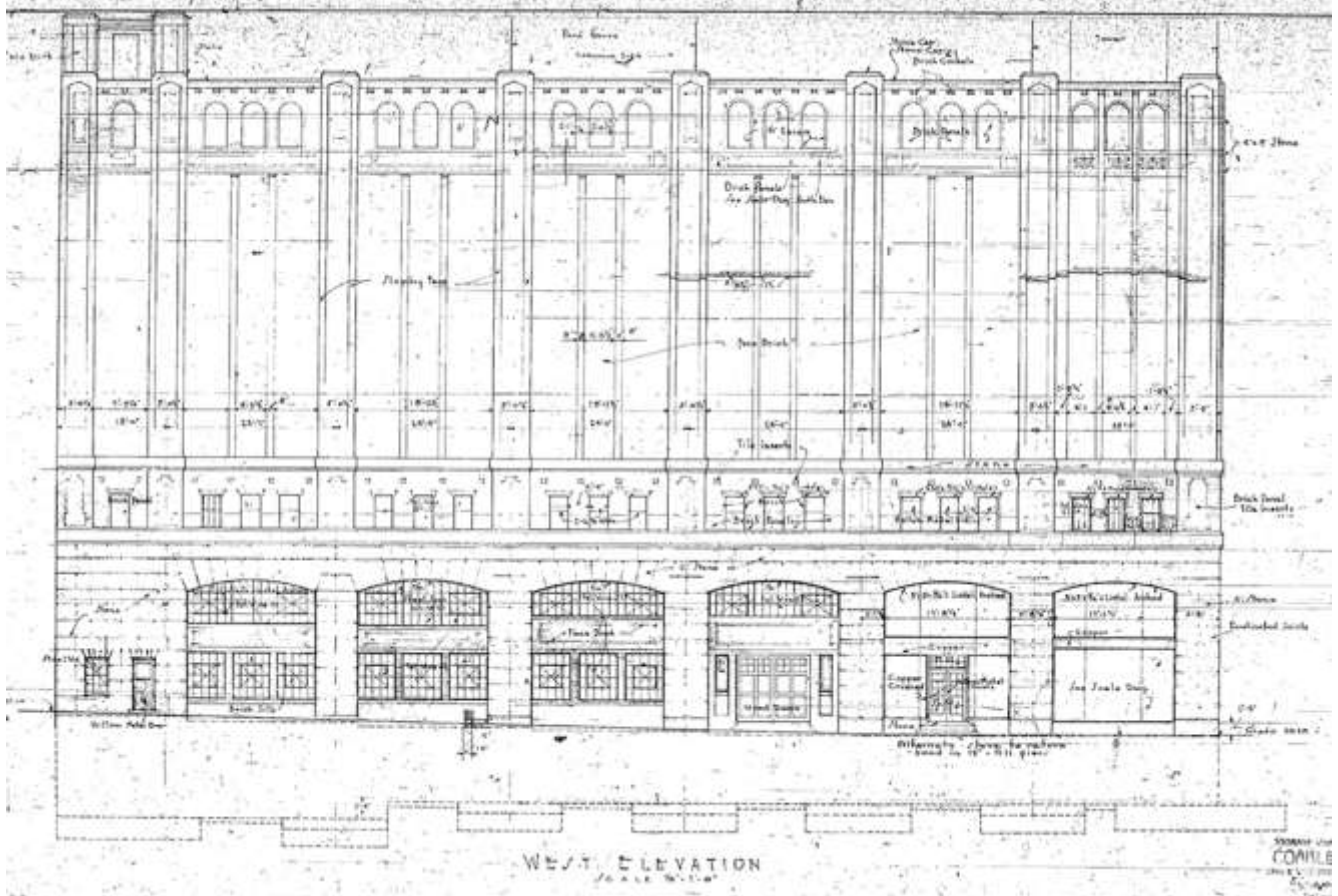


Figure 13
Historic West Elevation. (Eschweiler & Eschweiler, 1928)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

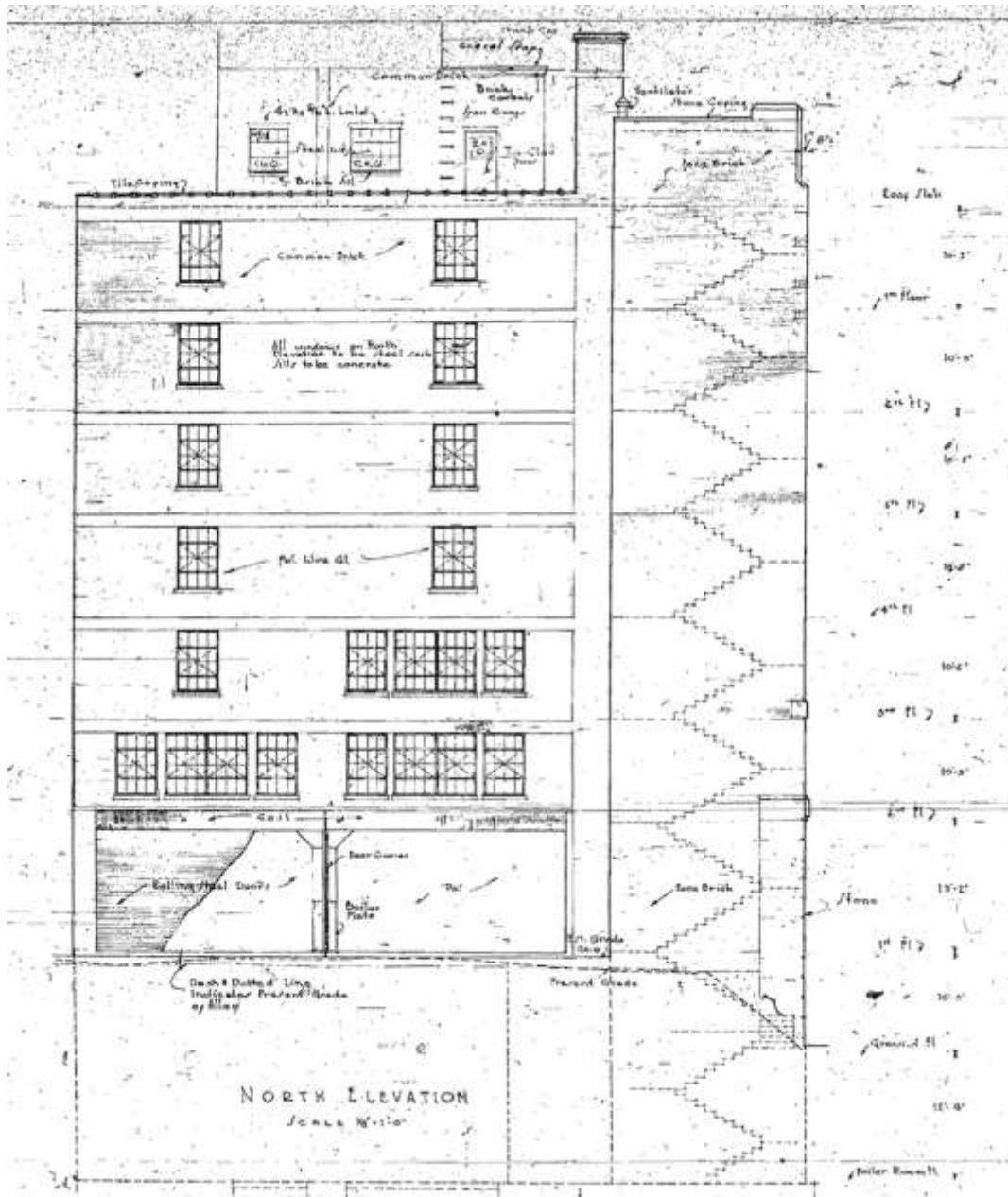


Figure 14
Historic North Elevation. (Eschweiler & Eschweiler, 1928)

**United States Department of the Interior
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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

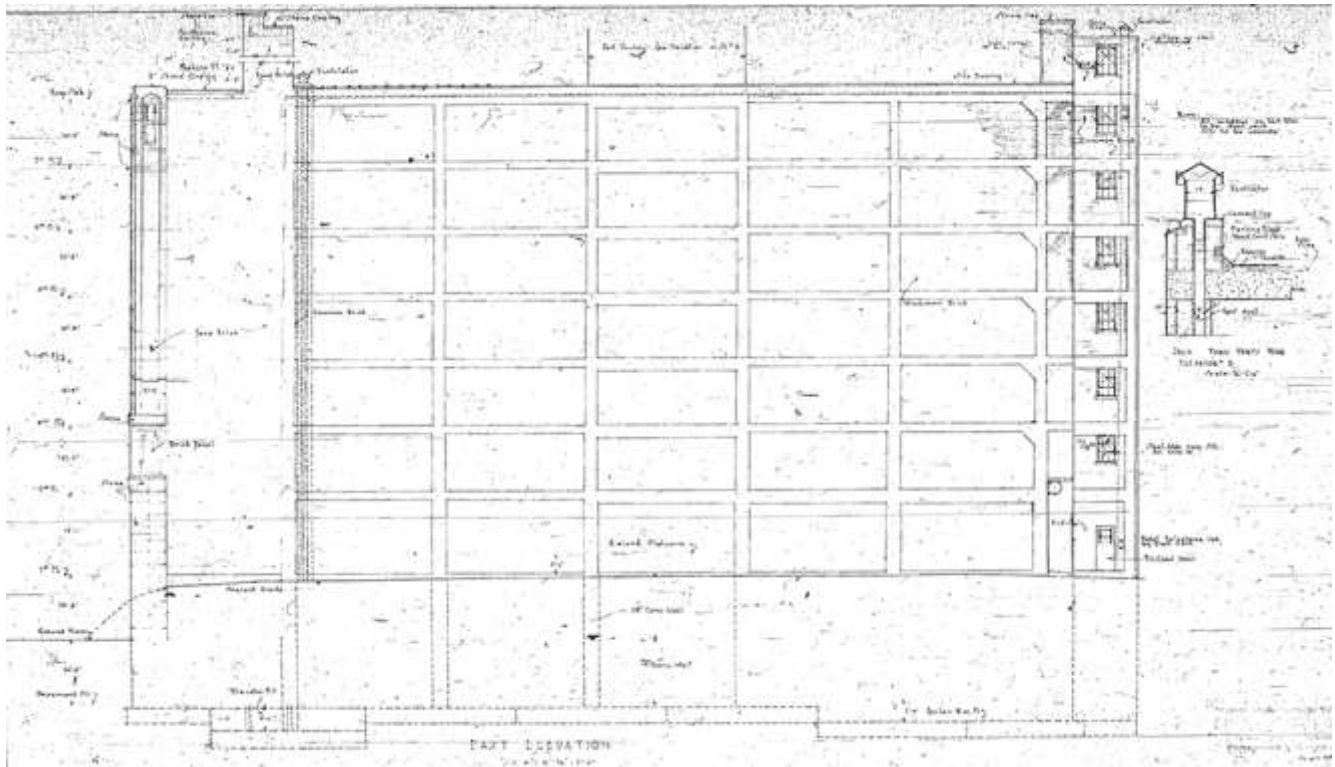


Figure 15
Historic East Elevation. (Eschweiler & Eschweiler, 1928)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

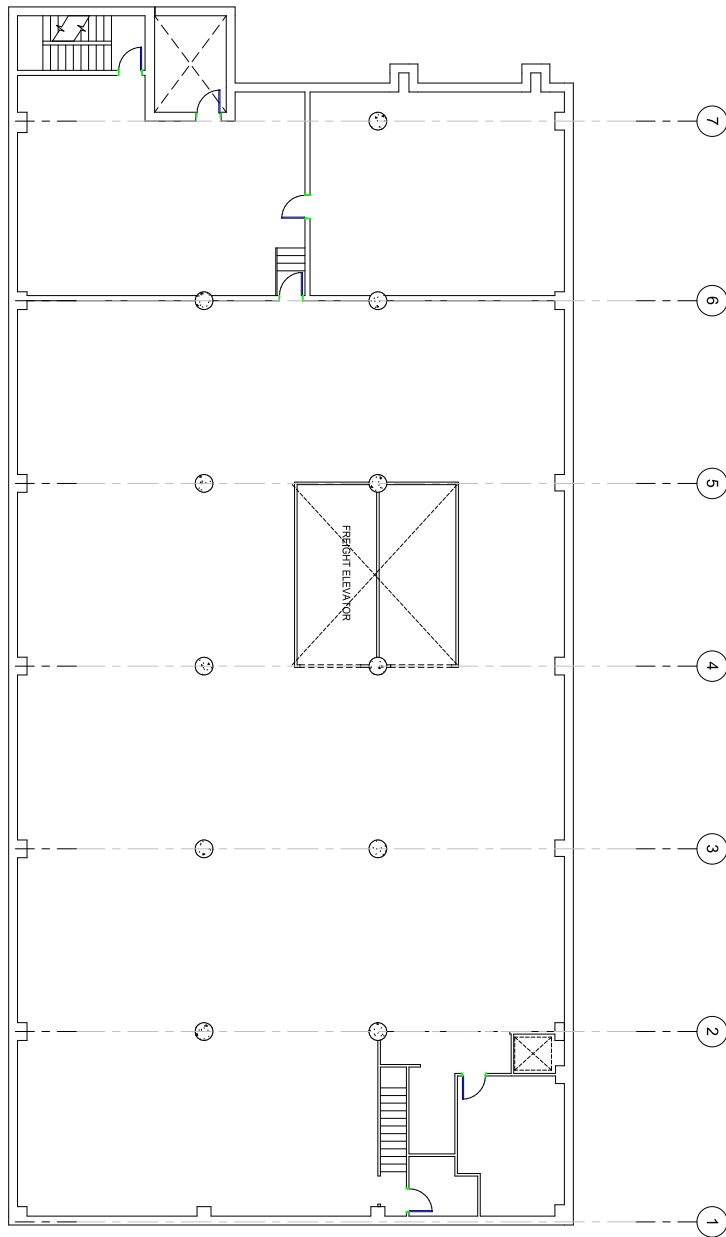


Figure 16 As-Built Basement Floor Plan. (WILDESIGN Architects, 2018)

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Section figures Page 18

Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

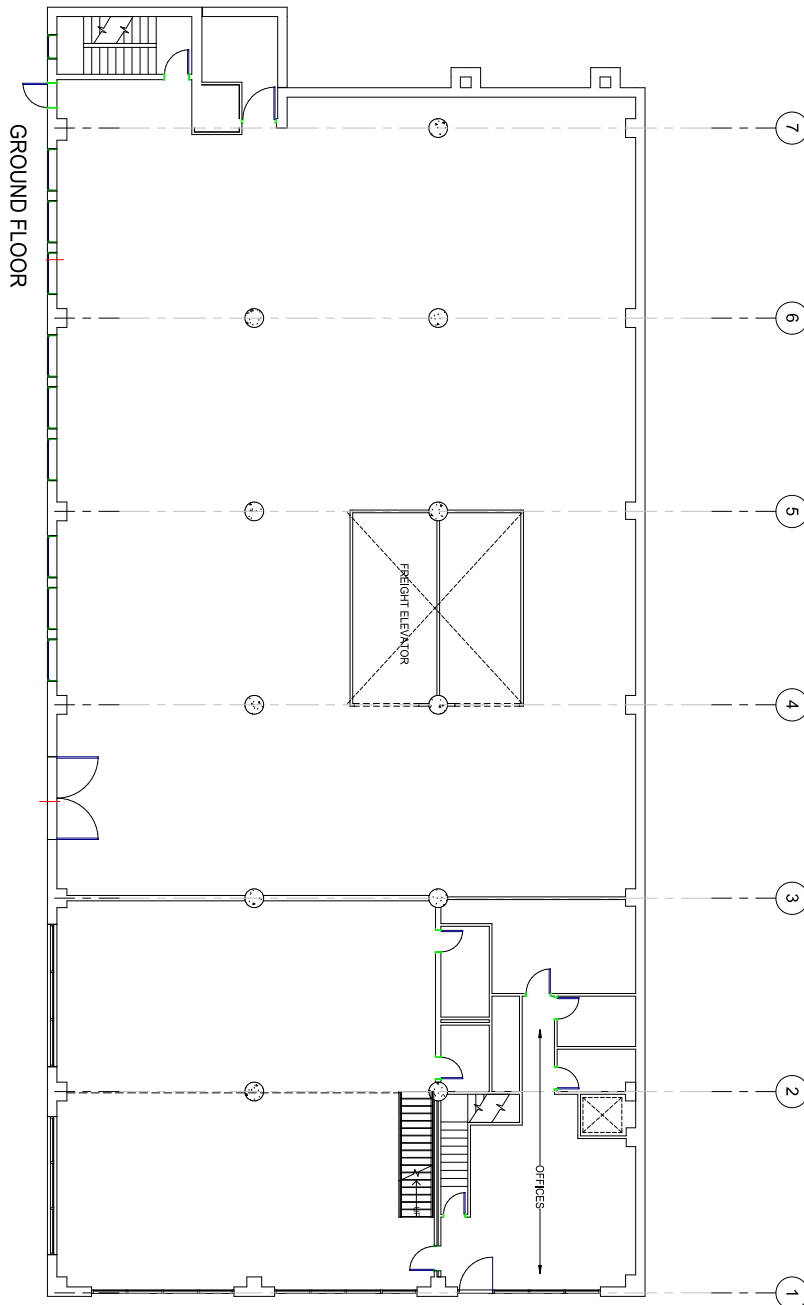


Figure 17 As-Built First Floor Plan. (WILDESIGN Architects, 2018)

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Section figures Page 19

Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

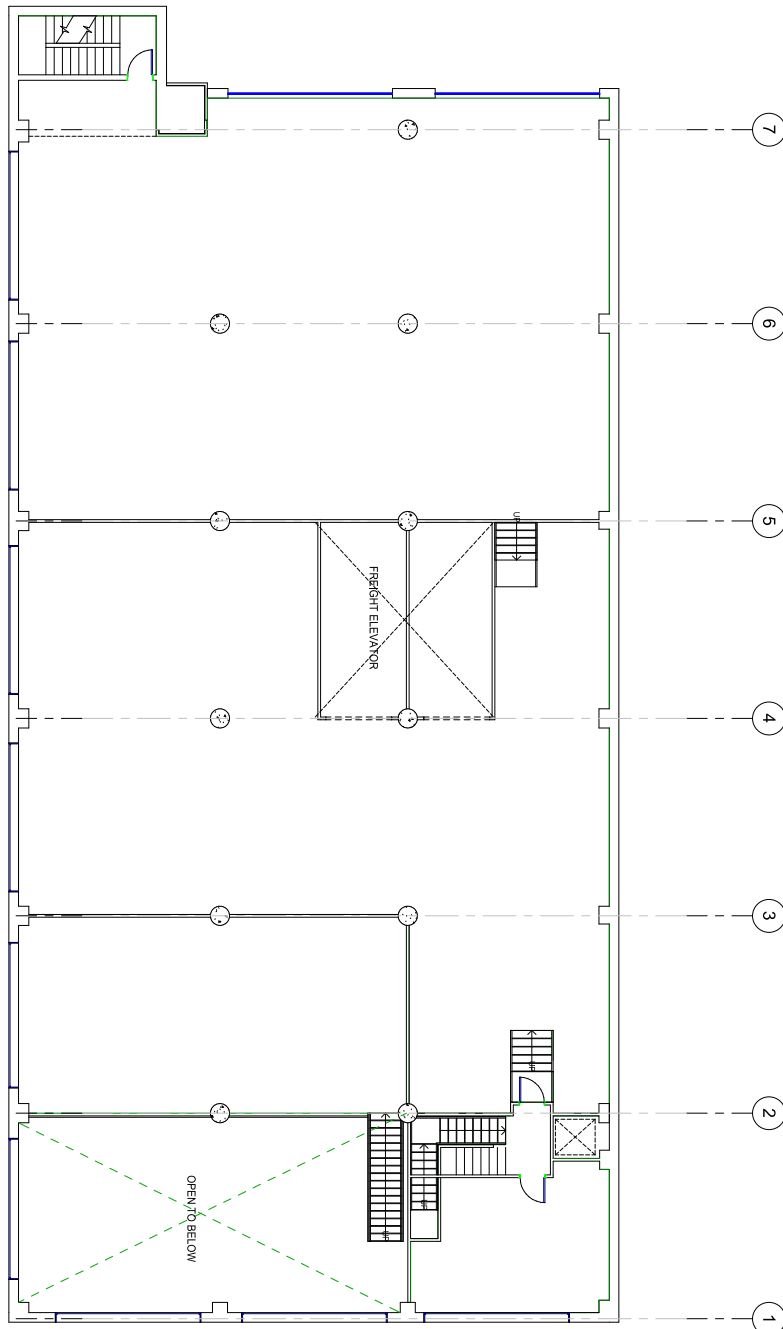


Figure 18 As-Built Second Floor Plan. (WILDESIGN Architects, 2018)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

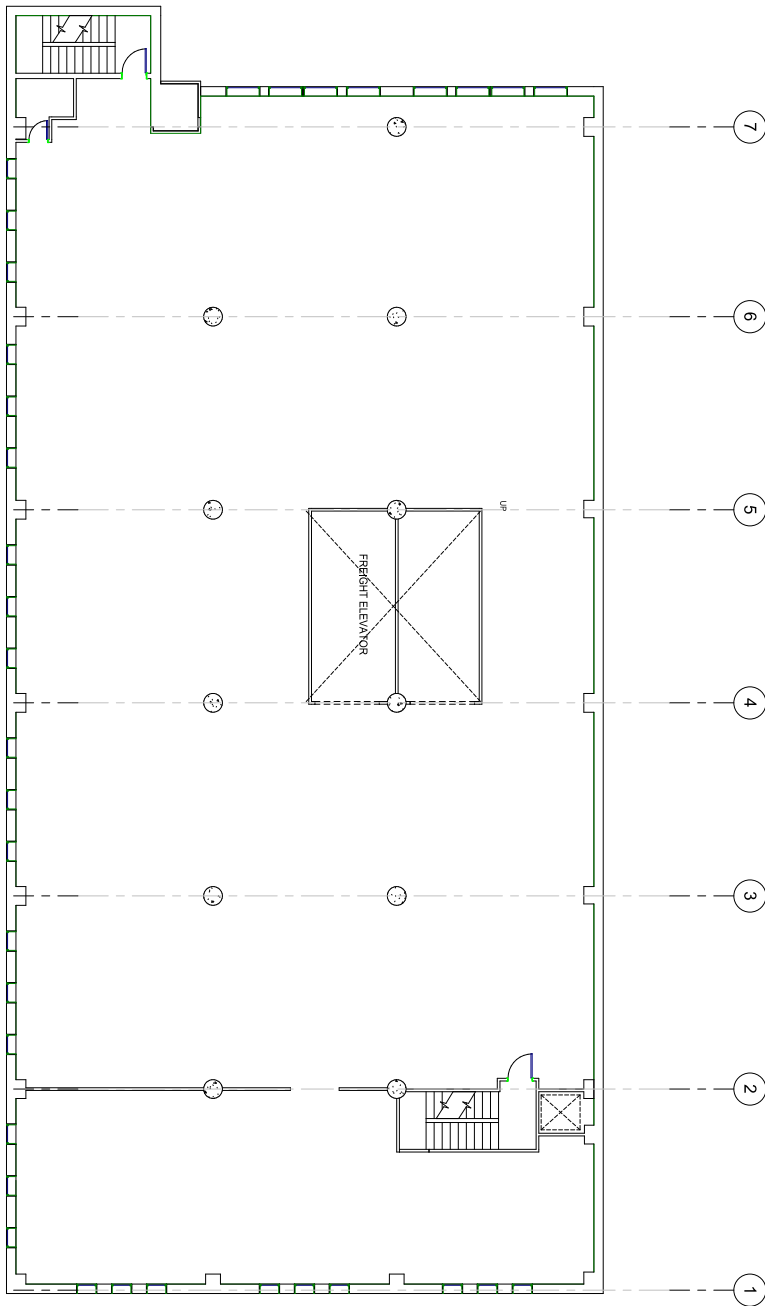


Figure 19 As-Built Third Floor Plan. (WILDESIGN Architects, 2018)

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

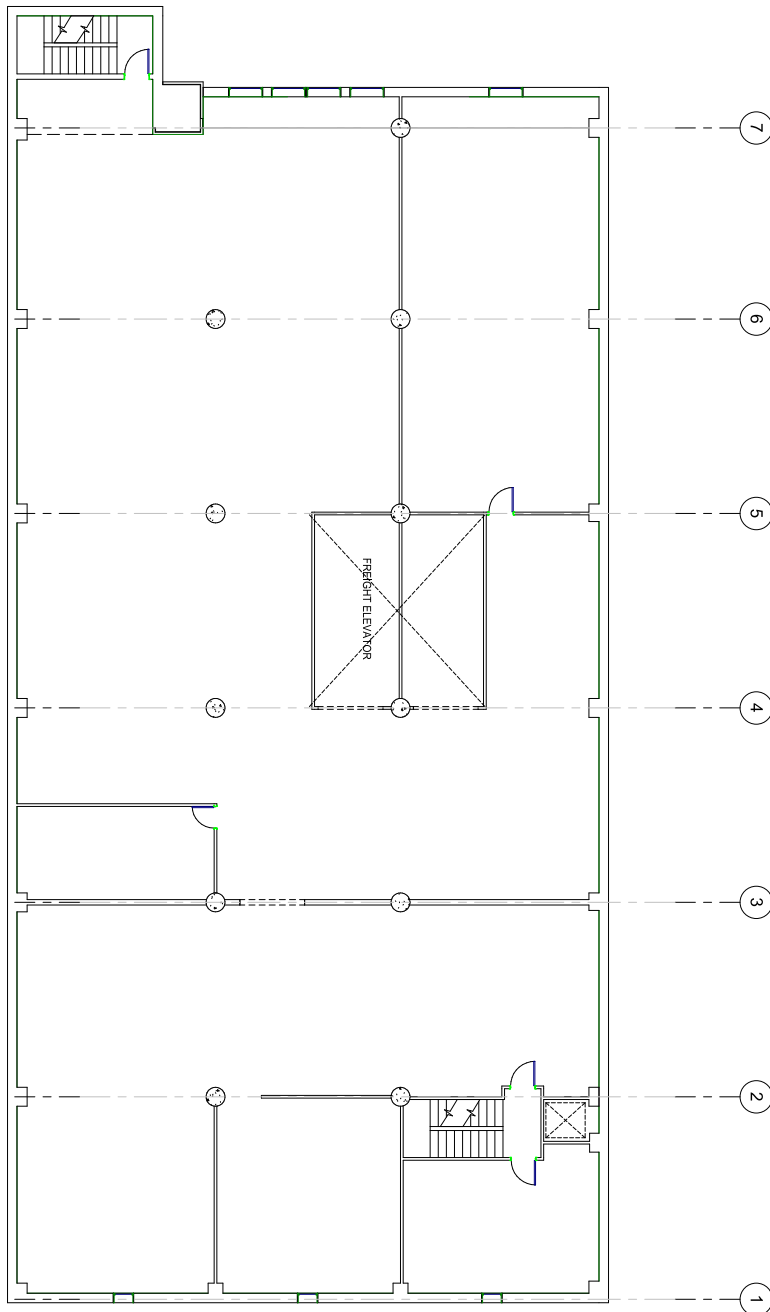


Figure 20 As-Built Fourth Floor Plan. (WILDESIGN Architects, 2018)

United States Department of the Interior
National Park Service

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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

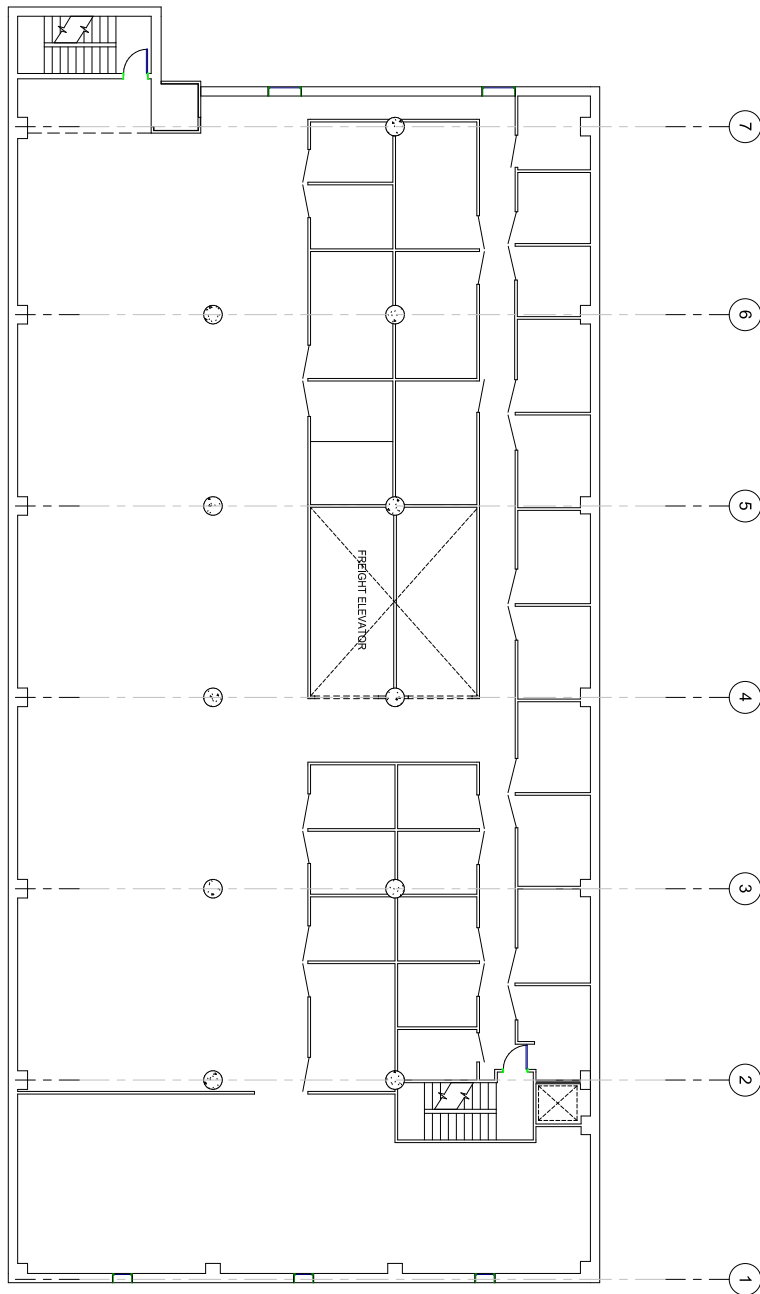


Figure 21 As-Built Fifth Floor Plan. (WILDESIGN Architects, 2018)

United States Department of the Interior
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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

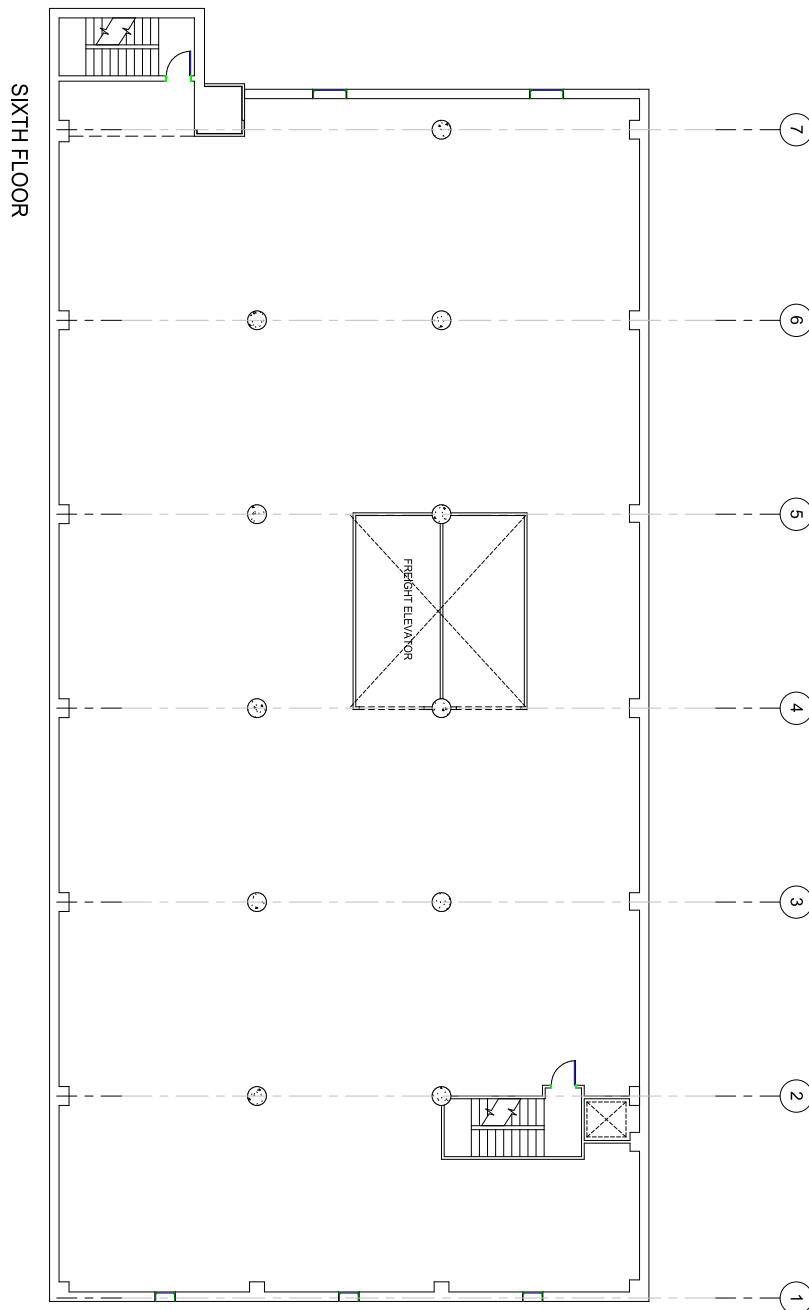


Figure 22 As-Built Sixth Floor Plan. (WILDESIGN Architects, 2018)

United States Department of the Interior
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Coakley Brothers Warehouse
Milwaukee, Milwaukee County WI

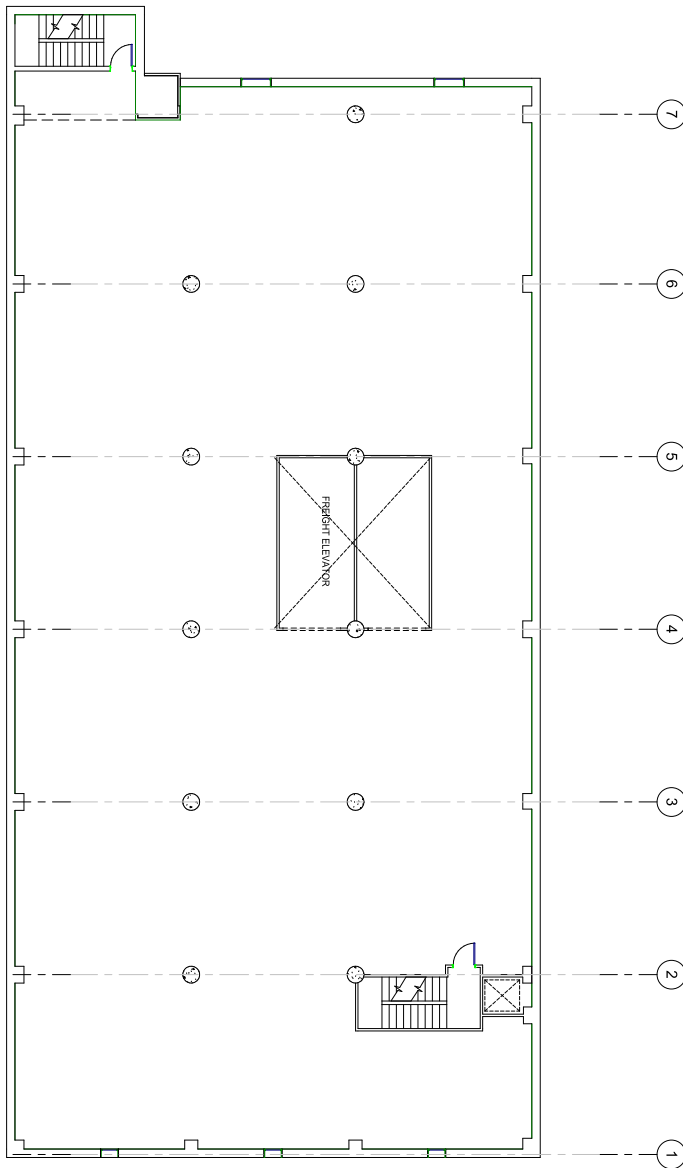


Figure 23
As-Built Seventh and Eighth Floor Plans. (WILDESIGN Architects, 2018)

bing maps

3742 W Wisconsin Ave, Milwaukee, WI 53208

Location: 43.03909, -87.96105

Coakley Brothers Warehouse





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528









EXIT







STATE REPRESENTATIVE
18th ASSEMBLY DISTRICT



July 20, 2018

Wisconsin Historic Preservation Review Board
c/o Peggy Veregin
Wisconsin Historical Society
816 State Street
Madison, Wisconsin 53706

Dear Members of the Wisconsin Historic Preservation Review Board:

I am writing to express my support for the nomination of the Coakley Brothers Warehouse in the City of Milwaukee, Wisconsin to be placed on the Wisconsin State Register of Historic Places and the National Register of Historic Places. I understand this building is being considered at your August 17, 2018 meeting.

I currently live in the Historic Concordia Neighborhood and own a historically-designated home. I understand the importance of such a designation and the value it brings to a community and specific properties. Our rich history is a major draw for home owners and visitors. As a fellow community member, historic property owner, and elected representative, I am respectfully requesting the Board's approval of this nomination. I believe the Coakley Brothers Warehouse in Milwaukee, Wisconsin is worthy of being designated as a part of the Wisconsin State Register of Historic Places and the National Register of Historic Places.

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Evan Goyke", written over a horizontal line.

State Representative Evan Goyke
18th Assembly District



AUG 10 2018



Office of the City Clerk

Richard G. Pfaff
Deputy City Clerk
rpfaff@milwaukee.gov

August 6, 2018

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

Dear Ms. Veregin

RE: CLG Review of the National Register Nomination of the Coakley Brothers Warehouse
3742 West Wisconsin Avenue

In accordance with the provisions of the Certified Local Government Agreement between the City of Milwaukee and Wisconsin State Historic Preservation Office, the Milwaukee Historic Preservation Commission has reviewed the National Register nomination of the Coakley Brothers Warehouse. The Commission determined that the property met the Statement of Significance as outlined in the application and voted to support the nomination on August 6, 2018.

Milwaukee is fortunate to have a wealth of different building types. Even utilitarian buildings were often given high style architectural treatment, a testament to both clients and the talented architectural firms in the city. This Coakley Brothers Warehouse has long been a visual landmark for its size and architectural detail including the prominent clock tower. It is visible not only from the east but from quite a distance west in Wauwatosa. We are fortunate to have had owners who commissioned this building to be more than just an ordinary warehouse and who have been careful stewards over the years.

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

Sincerely,

VICE CHAIR

Alderman Robert Bauman Chair
Milwaukee Historic Preservation Commission

C: Jim Owczarski





WISCONSIN
HISTORICAL
SOCIETY



TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Twenty-ninth day of August 2018, for the nomination of the Coakley Brothers Warehouse to the National Register of Historic Places:

<u>1</u>	Original National Register of Historic Places Nomination Form
<u>1</u>	CD with NRHP Nomination form PDF
	Multiple Property Nomination form
<u>23</u>	Photograph(s)
<u>1</u>	CD with image files
<u>1</u>	Map(s)
<u>23</u>	Sketch map(s)/figures(s)/exhibit(s)
<u>2</u>	Piece(s) of correspondence
<u> </u>	Other:

COMMENTS:

<u> </u>	Please ensure that this nomination is reviewed
<u> x </u>	This property has been certified under 36 CFR 67
<u> </u>	The enclosed owner objection(s) do or do not constitute a majority of property owners
<u> </u>	Other: