

United States Department of the Interior
National Park Service

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National Register of Historic Places
Inventory—Nomination Form

received JUN 27 1985

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JUL 30 1985

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections**1. Name**

historic N/A
and/or common The Historic Resources of the West Side Area, Milwaukee, Wisconsin-
Partial inventory: architectural and historical properties

2. Location

street & number See individual intensive survey forms and
historic district survey forms _____ not for publication

city, town Milwaukee _____ vicinity of

state Wisconsin code 55 county Milwaukee code 079

3. Classification

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

4. Owner of Property

name Multiple Ownership (See individual intensive survey forms)

street & number N/A

city, town N/A _____ vicinity of N/A state N/A

5. Location of Legal Description

courthouse, registry of deeds, etc. Milwaukee County Courthouse

street & number 901 North 9th Street

city, town Milwaukee state Wisconsin

6. Representation in Existing Surveys

title Comprehensive Milwaukee Survey has this property been determined eligible? _____ yes ☒ no

date 1979 _____ federal ☒ state _____ county ☒ local

depository for survey records Department of City Development, 809 North Broadway

city, town Milwaukee state WI 53202

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Representation in Existing Surveys (continued)

Wisconsin Inventory of Historic Places
1978, 1981-82 (State)
State Historical Society of Wisconsin
Madison, Wisconsin 53706

West Side Area Intensive Survey
1984 (City/State)
Department of City Development
Milwaukee, Wisconsin

7. Description

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

Describe the present and original (if known) physical appearance

GENERAL PHYSICAL DESCRIPTION

Milwaukee was founded at the confluence of the Milwaukee and Menomonee Rivers, which meet about one-half mile from the western shore of Lake Michigan. The geology of the area, like the entire Great Lakes region, was shaped, as we know it today, by glaciers which covered it at various periods. "Prehistoric shorelines exist above the present lake level as terraces, wave-cut cliffs, and abandoned gravel and sand beaches. The soil is primarily glacial drift: unassorted till, stratified gravel, sand and clay, which cover a bedrock of ancient sea bottom sediments."¹

Originally, low wetlands comprised the banks of both rivers and the estuary extending to the lake, with the exception of a narrow strip of dunes along the lakeshore. The protected inland water and the abundance of fish and waterfowl attracted indigenous peoples even in prehistoric times. Prior to white settlement, Potawatomi and Ottawa Indians occupied the site, as evidenced by archaeological remains.

The rivers divided the area into three distinct sections, which influenced the pattern of original white settlement and development. Each was developed by different owners with separate plats. East of the Milwaukee River was owned by Morgan L. Martin and Solomon Juneau whose plat was filed in 1835. West of the river was developed by Byron Kilbourn and was also platted in 1835. The section south of the Milwaukee and Menomonee Rivers was plated by George H. Walker in 1845, although the plat was not recorded until 1854.² Respectively each area assumed the name of its major proprietor: the eastside was Juneautown; the westside was Kilbourntown; and the southside was Walker's Point. In all three cases, the plats are typical nineteenth century gridiron plans with rectangular blocks, superimposed over the existing topography. The few exceptions were diagonal streets which followed the Milwaukee River, or were pre-existing trails. Due to the separation of the three areas by the water courses, most east-west streets did not align and had different names.

The resources documented in this nomination correspond to what was historically referred to as Milwaukee's West Side. This part of the city was an extension of the original Kilbourntown plat that extended west to North 13th Street above Juneau Avenue and to North 9th Street below Juneau Avenue. Based on accounts found in nineteenth century guidebooks and histories, the West Side has been defined by North 9th Street on the east, West Vliet Street on the north, the Chicago, Milwaukee and St. Paul Railroad on the west, and both sides of West Wisconsin Avenue on the south.

Originally this area was an irregular terrain of ravines, swamps and waterholes that was bounded on its eastern edge by a series of high bluffs offering spectacular views of the Milwaukee and Menomonee River Valleys.³ The major topographical features were chronicled in detail by pioneer historian James Buck. After reading his account, Jerome Watrous commented in his 1909 Memoirs of Milwaukee County, "a stranger seeing our city today for the first time could not comprehend the amount of filling that has been done here."⁴ The steep bluffs, which began between North 8th and 9th Streets and extended from midway between Wisconsin Avenue and Wells Street to Vliet Street were cut down from ten to forty feet to permit the construction of streets and to fill the swamps that bordered the rivers and covered much of today's central business district.⁵ West of the bluffs the land was generally high and well drained, suitable for building, and covered

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with a dense forest of oak which extended beyond the western limits of the city into the hinterland.⁶

The topography was marked by a series of ravines and low wetlands. On Wisconsin Avenue near North 10th Street there was a deep ravine which required the traveler to detour south to follow Michigan Street west to North 13th Street before jogging north again to Wisconsin Avenue.⁷ Another impassable ravine began at North 16th Street and Kilbourn Avenue and extended diagonally southeast to Clybourn and North 13th Streets. It served to drain a swamp between State, Vliet, 16th, and 20th Streets. Both the swamp and the ravines were filled in 1875. There were also several swimming holes that were popular with the neighborhood children including a shallow pond on the block bounded by Wisconsin Avenue, Wells, 16th and 17th Streets, and a larger one located south of the Avenue between 16th and 19th Streets. Both of these were filled in 1869.⁸

Much of the West Side was sold in large parcels to pioneer farmers and speculators. Land sales were probably inhibited because the route of the Milwaukee and Rock River Canal Company coursed along the south edge of the West Side Survey area.⁹ Under the terms of the 1838 charter, the canal company was given in trust by the territorial legislature alternating five-mile wide parcels on either side of the proposed route. Whether this actually delayed settlement on the West Side is not clearly known as it did other parts of Milwaukee County. To raise capital and to encourage settlement of the canal route, the company conducted one land sale.¹⁰ Ultimately, the canal company proved to be unsuccessful and it ceased to exist in 1841.¹¹ It was not until 1849, however, that all of the canal lands were surrendered to the state and made available for public sale. These lands sold quickly amidst speculation that the Milwaukee, Madison and Watertown Plank Road Company (chartered in 1846) planned a plank road through the West Side. The road began in the city at two points, the north fork at North 12th Place and Juneau Avenue and the south fork at North 11th Street and Kilbourn Avenue. After merging at North 15th Street and Highland Avenue it followed an undulating route westward along the approximate course of present-day State Street through Wauwatosa to Pewaukee and to Oconomowoc in Waukesha County and on to its terminus at Watertown in Jefferson County.¹² From the points of origin to North 35th Street only a vestige of the original route remains as Richardson Place between North 27th and North 29th Streets. Beyond 35th Street, the original plank road route continues as State Street.

By the end of 1849, when the plank road was completed through the city, all of the west side lands had been sold. The land ownership patterns that emerged at that time partly would continue until the first subdivision were platted in the mid 1850s.¹³ West of North 27th Street, intense speculation resulted in the division of the land into many small, ribbon-like tracts. These parcels were long, narrow slivers containing from two to five acres each that extended northward from Wisconsin Avenue and south from Juneau Avenue with frontage on the Watertown Plank Road.¹⁴

These pioneer holdings were later developed as a series of residential neighborhoods that were platted in a linear progression which conformed to the established street grid of Kilbourntown.¹⁵ All new subdivisions were required to have their streets and alleys align with and be the same width as those previously surveyed, though block and lot sizes

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varied greatly. The West Side was a part of the city that accommodated all economic and social classes in stratified neighborhoods based on occupation and income level, and to an extent, ethnicity. Neighborhoods ranged from working class areas of densely built cottages and duplexes to entire streets of opulent mansions that were set on several acres of magnificently landscaped grounds. In almost all of the neighborhoods, the housing stock was built in a uniform manner of consistent setbacks, spacing between the houses, and lot sizes.

In contrast to the exclusively residential character of later developed portions of the area, the earliest West Side neighborhoods, east of North 17th Street, were highly diverse with residences, shops, small warehouses and factories, churches mixed together. After 1880, West Side neighborhoods became highly segregated by land use and exclusive residential areas developed primarily west of North 27th Street.¹⁶ Mansions were erected along Grand Avenue and Highland Boulevard with somewhat less grand houses on McKinley Boulevard.

Commercial and industrial uses developed on the fringes of the residential neighborhoods. Commercial uses historically were located in specialized corridors along North 27th, West State and West Juneau. The major industrial plants were always located apart from the residential areas, primarily west of North 35th Street near the old Watertown Plank Road (now West State Street) and the Chicago, Milwaukee and St. Paul Railroad tracks in the Menomonee River Valley.

The most dramatic changes to the West Side's character have been brought about by the development and expansion of institutions. Some of the largest and most important hospitals, schools and fraternal organizations in Milwaukee have their facilities on the West Side. The greatest concentration of these is along West Wisconsin Avenue. Here are located Marquette University, Family, Children's and Deaconess Hospitals, and the Wisconsin Club, Eagles Club and Tripoli Shrine. Other major West Side institutions include Mt. Sinai and Good Samaritan Hospitals and the former campus of Concordia College. The evolution of these institutions has had a significant impact on the urban development history of the West Side.

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¹Randy Garber, ed., Built in Milwaukee: An Architectural View of the City (1st ed.; Milwaukee: City of Milwaukee, 1981) p. 3.

²Ibid. p. 5.

³C.N. Caspar Co., The City of Milwaukee Guide to the "Cream City" for Visitors and Citizens; Souvenir of the 24th Sangerfest of the N.A. - Sangerbund at Milwaukee (Milwaukee: Casper and Zahn, 1886), pp. 31, 32. Milwaukee Sentinel, November 19, 1858.

⁴Jerome A. Watrous, ed., Memoirs of Milwaukee County, Vol. I (Madison, Western Historical Association, 1909), p. 262.

⁵Ibid. p. 263

⁶James S. Buck, Pioneer History of Milwaukee from the First American Settlement in 1833 to 1841 (Milwaukee: Milwaukee News Co., 1876), pp. 63, 64.

⁷Ibid. pp. 65-66

⁸Watrous, ed., Memoirs of Milwaukee County, p. 264

⁹Increase A. Lapham, ed., A Documentary History of the Milwaukee and Rock River Canal (Milwaukee: Milwaukee Advertiser, 1840), n.p.

¹⁰H. Belden and Co., Illustrated Historical Atlas of Milwaukee County (Chicago: H. Beldon and Co., 1876) p. 8.

¹¹Bayard Still, Milwaukee, The History of a City (Madison: The State Historical Society of Wisconsin, 1948), p. 43.

¹²Reis J. Behling, "The Watertown Plank Road", Historical Messenger, X (June, 1954), p. 11.

¹³C.N. Casper Co., Official Quarter-Section Atlas of the City of Milwaukee (Milwaukee 1906).

¹⁴H.F. Walling, Illustrated Historical Atlas map of Milwaukee and Environs: (New York, 1858). Increase Lapham, "Map of Milwaukee" (Milwaukee, 1848).

¹⁵Roger D. Simon, The City-Building Process: Housing and Services in New Milwaukee Neighborhoods 1880-1910 (Philadelphia: The American Philosophical Society, 1978), p. 73.

¹⁶Ibid. p. 40

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ARCHITECTURAL RESOURCES

The architectural resources in the West Side Multiple Resource Nomination are exemplary of the major nineteenth and twentieth century architectural styles prevalent between 1850 and 1934. The 26 individual buildings, one group of buildings and four historic districts included in this nomination manifest the styles in six general building types: 1) Residential, 2) Religious, 3) Industrial, 4) Commercial, 5) Educational and 6) Fraternal. The overwhelming majority of the nominated properties are residential. The predominate building material is wood with an extensive amount of masonry in the form of cream brick, pressed brick, carved and cast stone, and terra cotta used in many residences and in all of the commercial, industrial and institutional/public buildings. The architects of the nominated properties represent some of the finest designers who have worked in Milwaukee. Included in this group were James Douglas, Charles Gombert, Edward Townsend Mix, Henry C. Koch and Co., Edward V. Koch, Otto Strack, Frederick Velguth, Henry Messmer and Son, Alexander C. Eschweiler, and Bruce Uthus; also the partnerships of George Bowman Ferry and Alfred C. Clas, Herman W. Beumming and Gustav A. Dick, H. Paul Schnetzky and Eugene R. Liebert, Henry Van Ryn and Gerrit J. DeGelleke, Charles Kirchoff and Thomas L. Rose, Cornelius Leenhouts and Hugh W. Guthrie, Max Ferneckes and Edwin Cramer, Charles D. Crane and Carl C. Barkhausen, and Martin Tullgren and Sons.

The residential architecture of the West Side is highly diverse in style. Represented are many of the major architectural styles of the nineteenth and twentieth centuries. Residences account for at least 99 percent of all of the buildings nominated. Wood is the predominant building material and is used almost universally for exterior cladding. Brick and stone are also used, but in limited amounts. Except for the earliest load-bearing, solid brick buildings, brick was used as either veneer or in the foundations and chimneys. Stone was used to decorate and embellish the exterior facades and for foundations. There are no known extant all-stone residences on the West Side. An important adjunct of the larger residences and mansions is the carriage barn which often emulated or complimented the architectural style of the house. A significant number of these structures survive primarily in the Concordia, Highland Boulevard, and McKinley Boulevard Historic Districts.

There are no known residences of the West Side that have survived from the earliest years of settlement from 1835 to 1850, although historic photographs indicate that there were once a few houses from this period in the neighborhood. A significant example was the Greek Revival farmhouse of Charles Rangers which was once located on West Wisconsin Avenue near North 21st Street. (MCHS-Inconography Collection).

Few residences remain in the survey area from the 1850 to 1870 period. Characterized as the Romantic Movement in America architecture, building forms changed from the rigid symmetry and formality of Classicism to the asymmetrical massing and picturesque detailing of the romantic styles. Design influences were derived primarily from medieval and Italian Renaissance sources. Four surviving residences from this period represent the Romantic Movement, but succeeding alterations and additions have somewhat obscured their original forms and appearance. Probably the oldest of this group is the Dr. Robert J. Faries House at 3011 West State Street in the Concordia Historic District (MI 124-8).

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The site was purchased by Faries around 1850 and it is believed that he remodeled an older Greek Revival farmhouse on the site into an Italianate house for himself. Originally a square block with a low hipped roof, Faries raised the roof to its present appearance. He was Wisconsin's first dentist and an avid astronomer, and the flat-roofed surface was used as an observation deck. A later owner, Philetus Yale, built the five-story tower and is believed to have added the west wing and the dormers. He made these improvements in 1863 when he purchased the house from Sidney L. Rood. The changes made by Yale resulted in the present picturesque Italian Villa style residence. The Sylvester Pettibone House at 2051 West Wisconsin was originally built in the early 1850s as a two-story, 3-bay, hip-roofed cream brick Italianate Villa crowned with a square belvedere. A wooden veranda shaded the front. Subsequent alterations, including the east wing added in the 1870s and the third story, gabled roof and classical trim added in the early twentieth century, have obscured its original Italianate appearance.

The Alexander Mitchell House (1859, 1870-1876) at 900 West Wisconsin Avenue (MI 104-21) was originally an Italian Villa with a low hipped roof and its main entrance on North 9th Street. Between 1870 and 1876, elaborate additions were made by Architect, Edward Townsend Mix, who was commissioned to remodel the house into a Second Empire Style mansion with a mansard roof, five-story square tower, and a new entrance facing West Wisconsin Avenue. Attached to the west side of the house was a magnificent 20,000 square foot glass conservatory (since razed).

The fourth residence from this period is the Colonel Theodore Yates House at 2710 West State Street in the Concordia Historic District (MI 109-23). It was built about 1868 for Yates who was a captain in the Civil War, and was later promoted to Colonel and made commandant of the Soldier's Home at Wood, Wisconsin. The Yates House was designed in the Gothic Revival style with a steeply pitched multi-gabled roof and Gothic arched windows with label moldings. Of this early group of West Side residences, Yates house has the fewest changes and remains very close to its original appearance.

Late Picturesque/1870-1885

The Late Picturesque is used to categorize those Romantic styles including the Gothic, Romanesque and Italianate, that continued in vogue after the Civil War. The residences built during this time exhibited a greater variety of materials as well as a tendency toward greater ornamentation. Varied materials colors and textures were used in intricate combinations to produce dramatic patterns on flat wall surfaces and emphasize the asymmetrical and vertical qualities of the building. Buildings designed in this manner are often referred to as "High Victorian." The earliest mansions on West Wisconsin Avenue were some of the best illustrations of this style, but all of them are gone.

The examples that do survive are more modest and tend toward the Gothic in style. The Thomas D. Cook House (1875) at 853 North 17th Street (MI 92-22) is a symmetrical double house designed by eminent Milwaukee architect, Edward Townsend Mix. Its cream brick facades are varied with the use of rockfaces stone, now painted, in the banding and lintels of the pointed, arched windows. The picturesque quality of the house is

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heightened by the chalet style roof supported by brackets and a pair of carved wooden dragons in the front gable end. Another example from this period is the Harry B. Walker House (c. 1880) at 3130 West Wells Street (MI 110-22). It is a modern Gothic style residence with an asymmetrical, cross-gabled plan constructed of cream brick and trimmed with stone. The gable ends are detailed by open bracework with filagree infill. It has been well-preserved and retains all of its major design features.

Queen Anne/1885-1910

The popularity of the Queen Anne style in American architecture is manifested in the many large asymmetrical, multi-gabled, multi-textured, turreted--usually frame--houses built in the 1800s and 1890s. Without question this was the most important stylistic force on the West Side's building stock. It was rare for residences built during this period, even the simplest cottages, not to exhibit some elements of the Queen Anne. Some of the finest Queen Anne residences in the city are located on the West Side.

The Fred W. Sivyer House (c. 1888) at 761 North 25th Street (MI 109-12), and in the Concordia Historic District the Albert Baubletz House (1894) at 3019 West Kilbourn Avenue (MI 125-7) and the Quincy Matthews House (1887) at 2824 West State (MI 109-12) are only three of the many outstanding examples of frame Queen Anne design in the survey area. Each has an asymmetrical plan with numerous intersecting and overhanging gables and wall surfaces that are covered with a multiplicity of wood cladding, patterned shingling and carved panels. The retention of the original porches, window treatments and entrances rank these among the most intact Queen Anne houses on the West Side.

Queen Anne design was not limited to frame construction, but was also adaptable to a variety of masonry materials. The Michael Carpenter House (1890) at 1115 North 35th Street (MI 118-24), the Victor Schlitz House (1890) at 2004 West Highland Avenue (MI 68-32), the David W. Howie House (c. 1886) at 3026 West Wells Street (MI 110-28), and the Bernard Eiring House (1888) at 2825 West Kilbourn Avenue (MI 124-33) in the Concordia Historic District are all cream brick houses whose textural variety was achieved by the use of rock-faced limestone in the sills, lintels, arches, and banding, as well as with inset terra cotta panels and brickwork set in tapestry and geometric patterns. Wood was used to trim gable ends, for porches, and as paneling for oriels and turrets.

Post-Victorian Eclecticism - 1890-1910

At the close of the Queen Anne period, residential design began to incorporate a variety of stylistic motifs to produce an eclectic architecture that was not clearly identifiable as any one particular style. The resulting residences have the form and massing of the Queen Anne, but prominently exhibit elements of the Romanesque, Colonial Revival, Renaissance and even the Gothic in their porches, turrets, and fenestration. This eclecticism is best exemplified in the survey area by the George Schuster House (1891) at 3209 West Wells Street (MI 126-33). Often described as the "Red Castle on Wells," its asymmetrical form is clad with red sandstone, dark red brick, and russet terra cotta. These materials and colors are usually associated with Victorian Romanesque buildings of the period, yet Colonial Revival elements including the broken swan neck pediment on the east facade are combined with curvilinear and stepped Flemish gables. Other examples of the architectural eclecticism of the 1890s are the A.H. Esbanshade House

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(1899) at 3119 West Wells Street (MI 127-5) and the Ernst Pommer House (1895) at 3035 West Kilbourn Avenue in the Concordia Historic District (MI 125-11). Though smaller in scale and less ornate than the Schuster House, both are well-preserved and exhibit the same confused detailing.

Colonial Revival and Shingle Style - 1890-1910

The American Colonial Revival style was derived from the 17th and 18th Century buildings of the eastern United States. The Colonial Revival was a highly transitional style on the West Side and was often used as a source of architectural details to dress-up traditional Queen Anne forms. Examples of this included the George J. Davies House (1894) at 2834 West Kilbourn Avenue (MI 109-32) and the William M. Roder House (1896) at 3320 West Kilbourn Avenue (MI 110-10) both in the Concordia Historic District. There are very few examples of Colonial Revival houses on the west side that attempt to emulate actual eighteenth century examples to any extent in form and massing.

One of the most distinctive architectural features popularized by the Colonial Revival Style was the gambrel roof. Derived from the Dutch Colonial farmhouses of the Hudson and Delaware River Valleys, the lofty, all-encompassing gambrel roof of the period unified the Victorian mass of the house into a single volume and gave the building a more horizontal emphasis. Examples of eclectic Colonial Revival influenced houses with gambrel roofs include the A. Shields House (1894) at 2819 West State Street (MI 124-19), the F.S. Wundt House (1895) at 953 North 33rd Street (MI 117-20), and the William Mitchell House (1905) at 959 North 33rd Street (MI 117-21). A style that first appeared in the 1880s, but lingered into the early 20th century was the Shingle Style. Indigenous primarily to East Coast resort areas, the Shingle Style was a quieter and simpler version of the Queen Anne. Characterized by a voluminous silhouette and broad roof lines, the exteriors have a limited reference to historical ornament while almost all surfaces are a continuous plane covered with wood shingles. The Shingle Style is often associated with the Colonial Revival because of its wide use of the gambrel roof and Palladian window motif and Colonial detailing. A West Side example of this relatively rare style is the Abram Bancker House (c. 1892) at 936 North 31st Street in the Concordia Historic District (MI 119-35). It exhibits typical Queen Anne massing, but the continuous layer of shingles on every major surface unifies the complex composition.

Neoclassical and Beau Arts Classical - 1890-1930

Unlike the Colonial Revival, which drew its inspiration from the third hand Palladian-inspired architecture of 17th and 18th century America, the Neoclassical Revival Style sought to borrow directly from the architecture of ancient Greece and Rome. A more ornamented and eclectic reinterpretation of the architecture of Imperial Rome, Beaux Arts Classicism, was a contemporary Neoclassical movement derived from the aesthetic popularized by the French fine arts academy, the Ecole De Beaus Arts. Of the few Neoclassical style houses on the West Side, the Fred Pabst Jr. House (1891) at 3221 West Highland Boulevard in the Highland Boulevard Historic District (MI 108-10) and the Willits-Sternemann House (1903) at 3112 West McKinley Boulevard (MI 105-16) in the McKinley

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Boulevard Historic District are the best examples. The George Koch House (1897) at 3209 West Highland Boulevard (MI 123-27) leans more toward the Beaux Arts in its highly original interpretation of the Neoclassical style.

Early 20th Century - 1900-1930

In the period between 1900 and World War II, a number of new architectural styles became prominent in residential design, including Bungalow, Prairie School, Period Revival, and Arts and Crafts or Craftsman. All of these styles with the exception of the Arts and Crafts, were built in very limited numbers on the West Side. By 1910, when these styles were becoming popular, most West Side neighborhoods had been built to capacity largely with decorated versions of the Queen Anne and Colonial Revival. Most West Side subdivisions were platted with long and narrow lots and the horizontal proportions of the Bungalow and Prairie School did not adapt well to the limited lot size. However, the Arts and Crafts style was harmonious with the existing neighborhood fabric and many houses of this type were built.

Bungalow

Bungalow is often used as a generic term applied to any one or one-and-a-half-story house built in the early twentieth century. Milwaukee has thousands of these, but a Bungalow Style house is a definable phenomenon that is usually larger in scale and exhibits architectural elements of Craftsman, Prairie School and Oriental influences. Also indicative of the style is a veranda-like porch and broad overhangs with open strutwork in the eaves. Two good examples of the style on the West Side are the Louis J. Stroble House (1917) at 3101 West Highland Boulevard (MI 123-23) in the Highland Boulevard Historic District, and the Edward Dahinden House (1914) at 3316 West Wisconsin Avenue (MI 101-28).

Prairie School

Usually associated with Frank Lloyd Wright, the style's most famous practitioner, Prairie School residences rejected the traditional conventions of house design. The emphasis was on horizontality with wings projecting from a central core that opened to porches and carports at their extremities. Roofs were low and usually hipped with wide projecting eaves. The George Weinhagen House (1911) at 3306 West Highland Boulevard (MI 108-15) in the Highland Boulevard Historic District shows definite influences of the Prairie School in its design.

Period Revival

Period Revival refers to the plethora of historical revival architectural styles that appeared in the early 20th century including the Tudor, Georgian, Mediterranean, and Spanish Modes. Characterized by an attention to historical detail, Period Revival styles were used for both small houses and mansions. Of all the early twentieth century domestic styles, the Period Revival house was the least built on the West Side. One of the few examples of the Georgian Revival on the West Side was the Otto Recknagel House (1906) at 3008 West State Street (MI 108-36) in the Concordia Historic District.

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Arts and Crafts/Craftsman

The Arts and Crafts style in architecture was a reaction to the machine-made blandness that was overcoming building design. Philosophically linked with William Morris' Aesthetics Movement in England, it was popularized in this country by Gustav Stickley as the Craftsman Movement. The style advocated the honest use of materials and expression of structure, as well as inspiration from natural forms and hand craftsmanship. Craftsman architecture is often linked with the Bungalow style, Prairie School, and the Period Revival, because similar details are used in all four. However, Craftsman designs can generally be separated from Bungalows on the basis of scale and form; from Prairie School on the basis of form; and from most Period Revival styles by its lack of historical revival detailing.

Craftsman Style houses on the West Side were usually built two stories in height in either a rectangular or L plan with steeply pitched gabled roofs. Rarely of mansion scale, they range from medium sized residences to small cottages. The distinguishing attribute of a Craftsman house was the use of a variety of quality materials to produce an above average residence for a person of moderate means. The very simple house forms were often sheathed in a combination of brick, stucco, clapboards and shingles that resulted in multi-textured but unified facades. Open porches were common. Though the materials used were all mass-produced, there was a hand-crafted quality expressed in the restrained hand-crafted looking detailing of the interior woodwork, the hardware, porch design and leaded or stained glass.

A significant number of Craftsman Style residences were built on the West Side, particularly west of North 27th Street in both the Concordian and McKinley Boulevard Historic Districts. Excellent examples of the style are the Frank F. Hase House (1902) (MI 105-3); the Fred Lichtfeldt House (1908) (MI 122-28); the Theodore Sternemann House (1902) (MI 105-10); and the George Zimmermann House (1905) (MI 105-14); at 2020, 2921, 3002, and 3102 West McKinley Boulevard, respectively. Also of note are the Joshua H. Binney House at 825 North 33rd Street (MI 117-21); and the Dr. M.A. Barnet House (1905) at 831 North 33rd Street (MI 117-13).

Row Houses/Apartment Buildings

Multi-unit residential buildings in the form of row houses first appeared on the West Side in the 1890s. They were generally small in scale, less than 10 units, and designed to blend with the residential fabric in form, height, bulk, and materials. After 1900, larger scale apartment buildings of 10 or more units were constructed and their designs were a complete departure from the previous house like forms. Usually a singular masonry block of three or four stories with a flat roof, the main facade was embellished with architectural details that reflected a particular style. Apartment buildings were built in significant numbers after World War I on the West Side with a majority of them erected in the 1920s. The growing popularity of apartment living was the result of changing lifestyles and tastes. Many of the West Side's finest mansions and larger residences were either converted to apartments or demolished and replaced by new apartment buildings. This trend began on Wisconsin Avenue and Wells Street in the early 1900s and affected

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large portions of the West Side, particularly the Concordia College and Highland Boulevard areas.

In Milwaukee, the row house only enjoyed a limited popularity. In many other cities row houses lined block after block in continuous ribbons, but in Milwaukee, the row house was a separate building of four to ten units, occupying only part of a block-face built amidst traditional single-family residences.

The row houses that survive on the West Side are almost all located east of North 15th Street. Clustered along Kilbourn Avenue, they were built in the late 1890s and exemplify the late-Victorian eclectic architecture of the period. A significant example is the Starke Row House (1897) at 903-19 North 14th Street (MI 91-22). Built of light brown pressed brick, its rambling Queen Anne form is embellished with Romanesque and Colonial Revival details. Of note is the varied roof treatment with its massive bell-cast and gambrel roofed pavilions. Equally important is the Trimborn Row House (1897-98) at 1420-32 West Kilbourn Avenue (MI 82-19) with its combination of Queen Anne and Romanesque elements. Both of these row houses are in the Kilbourn Avenue Row House Historic District. One important row in the survey area that is outside of this grouping is the Clark Row House (c. 1890) at 2103 West Kilbourn Avenue (MI 87-21). It is a full, three-story rectangular block of frame construction with a flat roof and has a projecting cornice supported by scrolled consoles. This is a transitional design between the rambling, picturesque row house and the straight forward apartment block.

The typical, pre-1920 apartment building on the West Side is generally a single block, sometimes U-shaped, with only slight references to a particular style. In these first apartment buildings the stylistic references were often made in the design of the cornice, the main entrance, or the shape and treatment of the window openings. Popular styles for apartment house design were the Classical and Tudor Revival.

In the 1920s apartment building construction reached its zenith on the West Side. Influences from the Prairie School, Georgian, and Spanish Revivals, were drawn upon as well as the modern style of the period--Art Deco. The city's premier example of an Art Deco style apartment building is the Sovereign apartments (1929) at 1810 West Wisconsin Avenue (MI 100-5). It is one of the largest pre-World War II apartment building in the city with 99 units. The Art Deco style is expressed in the detailing of the signage, railings, and entrances, as well as the geometric banding at the top of the main block and on the penthouses.

Churches

Ecclesiastical architecture on the West Side leans heavily toward variations on the Gothic style. Churches are the second most important body of buildings in the survey area.

The oldest extant church in the survey area is St. James Episcopal Church (1867-68) (NRHP, 1979) at 833 West Wisconsin Avenue (MI 98-16). One of the city's few remaining examples of early Gothic Revival, its restrained facades of rock-faced limestone are void of almost all applied ornament, depending for effect on the overall form and

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silhouette of the building. A later example of the Gothic Revival is Calvary Presbyterian (1870-72) at 935 West Wisconsin Avenue (MI 98-18). Also void of applied ornament, this church is more consciously vertical in design than St. James and, in its original unpainted condition of cream brick with limestone trim, better exemplified the fanciful Victorian Gothic of the post Civil War end. The West Side's major example of Victorian Romanesque is Grand Avenue Congregational Church (1887) at 2133 West Wisconsin Avenue (MI 103-25). A robust building that hugs the ground, the main facade is dominated by a monumental arch that spans the entire center portion of the main block. Of the many Gothic-inspired churches built in the study area in the nineteenth and twentieth centuries such as the German Methodist Church (1896) at 2026 West Highland Avenue (MI 69-8) the finest and largest was Gesu Roman Catholic Church (1892-94) at 1145 West Wisconsin (MI 98-25). Influenced by French Gothic cathedrals, Gesu's twin spired facade dominates this end of Wisconsin Avenue and is a major landmark on the city's skyline.

The Classical Revival styles influence on church architecture on the West Side is exemplified by Second Church Christ Scientist (1913) at 2722 West Highland Boulevard (MI 107-28). An ethnic influence is seen in only one West Side church, St. George Melkite Catholic (1917) at 1617 West State Street (MI 71-24). As a congregation of the Byzantine-Melkite rite that serves the Syrian and Middle Eastern Milwaukee community, the facade is adorned with three bulbous onion domes and detailing characteristic of eastern orthodox church design.

Institutions

The non-religious educational and social institutions on the West Side constructed some of the largest buildings and complexes in this part of the city. The exteriors of these voluminous structures made use of architectural styles on a monumental scale to express their importance.

Schools

The school buildings of the West Side range from elementary facilities to college and university campuses. The oldest known school building in the survey area is the former Wisconsin State Normal School (1885) at 1820 West Wells Street (MI 84-22). The original building, the center-gabled portion of the Wells Street elevation, is a symmetrical block of picturesque design embellished with Renaissance elements. The walls were originally poly-chromatic with inpainted red and yellow brick accented with limestone trim. The school was enlarged in 1894 with a three-story wing to the east in a similar, but bolder design. The facility was transferred to Milwaukee Public Schools in 1909 and converted to the Girl's Trade and technical School. In 1918 it was enlarged with an L-shaped, four-story wing to the west of functional design with modified Tudor embellishments. A fourth addition was built in 1932 to the north of the 1918 wing. It continued the modified Tudor detailing of the 1918 addition.

An excellent example of Beaux Arts-influenced is the old classroom building on the former campus of Concordia College in the Concordia Historic District (1900) (MI 121-6). Located

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in the heart of the campus grounds, its facades are punctuated by a round-arched arcade with entries detailed in Doric order columns carrying full entablatures. Also popular for college buildings during this period was the Collegiate Gothic. An example of this style is Johnston Hall (1906-07) at 1121 West Wisconsin Avenue (MI 98-24) on the campus of Marquette University. Johnston Hall exhibits Victorian Gothic tendencies in its multiplicity of window treatments elaborate finial and crocket details found in the entries and at the roof line.

Club Houses

Fraternal organizations on the West Side are a third source of institutional buildings. Largely a phenomenon of the twentieth century, the fraternal club house was often a massive structure that accommodated a large membership in its gymnasiums, swimming pools, meeting rooms, bowling alleys, restaurants, bars, ballrooms and auditoriums. Departing from traditional architectural styles, they often utilized exotic, fantasy architecture that would not be suitable for other types of buildings. The exception to this characterization is the small scale Kilbourn Lodge #3 of Free and Accepted Masons (1911) at 827 North 11th Street (MI 91-9) built to house the oldest lodge of Free Masons in the city. Located at this site since 1912, the lodge is a simple, but elegant Neoclassical Revival style structure with facades evenly divided by Corinthian order pilasters.

Among the more distinctive West Side club houses are the Tripoli Shrine Temple (1926) at 3000 West Wisconsin Avenue (MI 101-7) and the Eagles Club (1925) at 2401 West Wisconsin Avenue (MI 103-9). The Tripoli Temple is one of the city's most unusual structures, patterned after a Middle Eastern mosque, its form is slightly reminiscent of the Taj Mahal in Agra, India. Its facades are richly embellished with Moorish and Indian motifs executed in a variety of floral and geometric tiles and polychromatic masonry. The Eagles Club on the other hand, is a fortress-like building designed in an eclectic Neo-Renaissance Mode. The bas-relief carvings in the frieze chronicle the club's origins.

Commercial Buildings

Several commercial corridors developed on the West Side after the Civil War, but did not become prominent until the end of the nineteenth century. Small clusters of shops and businesses were built generally east of North 27th Street on Wells and State Streets and on 27th and 35th Streets between Wisconsin Avenue and Highland Boulevard. A post World War II shopping center was developed on the west side of 35th street, north of Highland Boulevard. This precipitated a strip development of fast food restaurants and service stations along 35th Street to Vliet Street.

One unique example of a small but architecturally distinguished commercial building is a former Pabst Brewery Saloon (1896). Now the Zion Rock Missionary Baptist Church, it is located at 1340 West Juneau Avenue (MI 81-5). It is designed in the commercial Gothic mode with Gothic arched entrance porches, drip molds, and a corbeled cornice with a crenelated parapet. Above the main entrance is a castellated tower.

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Industrial Buildings

A major intact industrial complex on the West Side is the Harley-Davidson Company. It is located at the west end of Juneau Avenue at the intersection with North 38th Street (MI 128-19). The facility consists of two principal production/office buildings; the wedge-shaped one along Juneau Avenue was built from 1910 to 1913 and the other at the northwest corner of Juneau and 38th Street from 1913 to 1926. Both are good examples of early twentieth century industrial design exemplifying the steel skeleton technology of the period. This allowed greater flexibility in floor plan arrangement and permitted larger expanses of glass for natural lighting. The structural systems of both buildings expressed by the brick piers and spandrels which follow the same lines.

Survey Methodology

The intensive survey included five phases: field survey; preparation of survey maps; historical research; preparation of an intensive survey report; and the drafting of a Multiple Resource National Register Nomination. A set of state inventory cards and a set of standard survey forms, which included historical and architectural information and identifying photographs were prepared for every building in the survey area except for most residential garages. Historical information was obtained through the use of historic maps, published and unpublished histories, guidebooks, manuscripts, newspapers and periodicals, deed research, census materials, building permits, as well as from knowledgeable local residents.

Essential data was transferred from the survey forms to area wide survey maps which indicate the street address and photocode for every surveyed building. Detailed maps were prepared for National Register Historic Districts.

The Intensive Survey Report was based on the field survey and on additional historical research. Its core was a comprehensive history which focuses on the development of the survey area from the time of aboriginal habitation to the present, as revealed in the area's topography, and natural setting as well as its buildings, social, commercial and institutional history. The thematic historical narrative was followed by an analysis of current and future development problems and opportunities and a series of preservation planning recommendations.

Finally, a Multiple Resource National Register Nomination was prepared for all of the historic districts and individual buildings identified as eligible by the survey. The completed nomination with accompanying slides and maps were then scheduled for review by the State Review Board.

The objectives of the intensive survey were three fold: to provide a comprehensive planning tool for the preservation of the West Side's cultural resources; to serve as an academic and educational resource useful in the study of state and local history; and to make residents aware and proud of the historic and visual environment in which they live. Only informed and responsible local effort can ensure that the historic cultural resources of the survey area will be widely used and preserved.

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Archaeological Surveys

Archaeological documentation of Indian occupation of the Milwaukee area was begun at a very early date. One of the city's earliest permanent settlers, the surveyor Increase Lapham, studied Indian remains during the 1830s and 1840s. He found over 100 earthworks and burial mounds (in the shapes of birds, mammals, lizards, and man) within the present city limits.¹

Within the West Side Study area eight sites are recorded in the State Historical Society of Wisconsin files. According to archaeologist Bill Greep these are probably references to nineteenth century observations of features. Unfortunately, no systematic field investigation in the area, at least according to modern standards, has been undertaken. Given the extensive scope of the nineteenth and twentieth century urban development, there is a relatively high probability that any significant prehistoric sites which did exist have been disturbed.

¹Randy Garber, ed., Built in Milwaukee: An Architectural View of the City (Milwaukee: City of Milwaukee, 1981), pp. 3-5.

8. Significance

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

Specific dates	See individual and District Survey Forms	Builder/Architect	See individual and District Survey Forms	Development of a local association with a significant person(s)
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Statement of Significance (in one paragraph)

Introduction

The West Side developed as one of the city's major residential late nineteenth century areas. Void of substantial commercial and industrial development, the West Side, historically, has accommodated all income and social levels as well as several major ethnic groups in stratified neighborhoods that ranged from tracts of densely-built workers housing to grand boulevards of palatial mansions set amidst extensive landscaped grounds. It is an area of the city whose form and appearance were determined more by land subdivision patterns, civil codes and ordinances than by natural features or ethnic patterns of settlement. Located within its boundaries are numerous institutions including churches, colleges, hospitals and fraternal clubs whose influence extended far beyond the neighborhood to a city-wide and even regional constituency.

The West Side lies directly west of Milwaukee's central business district. Although physically distinct from it, the West Side has always had a close association with downtown development west of the river. Period guide books, atlases and descriptive accounts written during the nineteenth century described the area west of downtown and north of the Menomonee River Valley as the West Side. Exactly where the West Side began depended on how far the CBD had expanded at the time a particular book was written. In the 1850's and 1860's the West Side was described as beginning at North 6th Street; in the 1870's it had moved to North 8th Street and by the time the Central Library was under construction in 1895 the West Side officially began at North 9th Street where the former home of Alexander Mitchell, now the Wisconsin Club is located. The western boundary of the West Side was set at wherever the western city limits were at that time. For example, from 1846 to 1885 the western city limit was North 27th Street. Beyond that point the unincorporated area was referred to as the "West End".

Probably the greatest influences on the early development of the West Side were exerted by the ambitious transportation systems of the nineteenth century that traversed this part of the city. Aside from the city's stringent land subdivision codes that established rigid standards for street width and more importantly alignment to the street pattern of the original Kilbourntown plat, the location or merely, of canal, plank road or railroad right-of-ways either advent, inhibited or spurred the sale of West Side lands and the purpose for which they were to be used.

The boundaries that were selected for the West Side Survey (see #7, General Physical Description for exact location) reflect the historical limits of the area as defined in nineteenth century histories and guidebooks as well as the boundaries determined from the physical character of the area as assessed by the 1979 Reconnaissance Survey conducted by the city. Because the West Side was described in vague terms by the nineteenth century writers, further definition was needed. Roger D. Simon in his "The Expansion of an Industrial City: Milwaukee 1880-1910," defines, probably for the first time,

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the city spatially based on the placement of public services, political ward boundaries and the distribution of the population. Simon's assessment of the city's spatial divisions presented a clear statement of how different areas of the city developed and was influential in determining the West Side Survey boundaries.

Twenty-six individual structures, one group of buildings and four historic districts are nominated either for architectural and/or historical significance. Those properties that are architecturally significant exhibit high quality design, craftsmanship or else construction methods unique to Milwaukee. Those that are historically significant are associated with a person, organization or event that was pivotal to the development and understanding of the study area or the city. The specific areas of historical significance associated with the nominated properties are community planning/landscape architecture, education, industry, religion, social/humanitarian and significant persons. In some cases, the nominated properties are of state significance such as Concordia College in the Concordia Historic District, Wells Street Junior High School, Highland Avenue Methodist Church, St. George Melkite Catholic Church, Eagles Club and the Tripoli Shrine. The Alexander Mitchell House and the Harley-Davidson Company are of national significance.

HISTORICAL DEVELOPMENTEarly Development of Milwaukee

Milwaukee was founded at the confluence of the Milwaukee River, which drained a large area of timberland and prairie to the northwest, and the Menomonee River, which served a large watershed to the west, a location that had long been an important hunting, fishing and trapping ground for prehistoric and historic Indian tribes. The watercourses divided the area into three sections: east, west and south. Solomon Juneau, considered to be Milwaukee's first permanent settler, arrived in 1818 to operate a previously established trading post on the east bank of the Milwaukee River. The Milwaukee area lands were ceded to the U.S. Government in 1833, surveyed in 1834 and opened to public sale by 1835.¹ Juneau saw the potential in the area and elected to stay. He platted the land between the Milwaukee and Lake Michigan as Juneautown, Byron Kilbourn purchased the lands West of the river and platted this as Kilbourntown and George M. Walker platted the area south of the Menomonee River as Walker's Point.

The three major figures in early development of Milwaukee--Juneau, Kilbourn, and Walker--set the tone for later development through their competitive efforts in land speculation and town building. Because the three sections were divided by major watercourses, they developed quite separately. Within their own domains, the three men pursued their own ideas of town planning. While all three utilized the common grid system of land surveying, their plats were not aligned making it difficult to connect the streets from one plat to another. To insure that future street construction on the West Side was in alignment with Kilbourn's grid, a stringent subdivision code was made part of the 1856 City Charter requiring all land within the city limits subdivided for residential use be of the same street and alley width as those previously established in Kilbourntown.² Juneau and Kilbourn emerged as somewhat more entrepreneurial than Walker, and it was these two who played the major roles in developing their areas into urban areas.³

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Milwaukee's economic development in the nineteenth century occurred in two stages. From the beginning of its settlement until about 1880, the city was known as a commercial and trading center. Flour mills, tanneries, breweries and packing houses processed the agricultural products of the hinterland. By 1855, Milwaukee was the world leader in wheat and flour shipments.⁴ Many of these early industries continued to be important through the end of the nineteenth century and into the twentieth century, but heavy industry surpassed them in prominence after 1880 with machinery and pre-fabricated metal production becoming especially important. Because the agricultural products processing industries had so completely usurped the Milwaukee River Corridor, the heavy industries located their plants in the Menomonee Valley.

Feeding Milwaukee's tremendous growth were thousands of European immigrants who joined the significant numbers of British, Irish and native Americans from New York and the New England states already here. The first significant non-Anglo group to arrive were the Germans. From 1840 to 1880, they constituted the largest single immigrant group of all those who settled here.⁵ Because of their sheer numbers, their culture dominated if not shaped the economic, social and political norms of the community. Other immigrant groups to settle here during this period were the Czechs, Dutch, Austrians, Norwegians and Blacks. After 1870, the Poles replaced the Germans, in volume, as the city's largest immigrant group. By 1906, 20% of the population of Milwaukee was Polish and second only to the Germans. The last major pre-WWI immigrant group to arrive in Milwaukee were the Italians. Others to come during this period were the Slavs, Hungarians, Russians, East European Jews, Greeks and Hispanics. By 1910 the city was three-quarters foreign born or of foreign stock, making Milwaukee the most foreign city in the nation.⁶

This discussion of the early settlement, industrial development and ethnic composition of Milwaukee is essential to establish a context for the historical development of the West Side area that is the subject of this nomination. The following paragraphs will address the specific resources nominated.

Historical Development of the West Side

The settlement of southeastern Wisconsin was advanced by the 1835 federal land sale at Green Bay. Both Solomon Juneau and Byron Kilbourn purchased lands at this sale upon which they platted their respective villages of Juneautown and Kilbourntown on opposite sides of the Milwaukee River. Kilbourntown extended west to North 9th Street, south of Juneau Avenue, and to North 13th Street, north of Juneau Avenue.⁷ The eastern fringe of the West Side survey area, beginning at North 9th Street, was part of the original Kilbourntown plat. Subsequent annexations by the city resulted in the extension of the Kilbourntown street grid, as mandated by law, to align exactly in block and street width to the original. At the 1835 sale, West Sides lands, that were to become part of Milwaukee, were sold in large parcels to pioneer farmers and speculators. George Smith was probably the first major land holder on the West Side. At the 1835 sale he purchased a tract of land extending from North 13th Street to North 21st Street between Wisconsin and Juneau Avenues.⁸ Smith was a Scottish businessman who invested heavily in the Wisconsin wilderness, purchasing land at \$1.25 per acre. In 1836, land speculation was peaking in Milwaukee and Smith sold 75 acres of his West Side parcel to Hans Crocker at the considerable profit of \$12 an acre.⁹

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These remaining lands sold quickly amidst speculation that the Milwaukee, Madison and Watertown Plank Road Company (chartered in 1846) planned a plank road through the West Side that would make the land valuable. The road began in the city at two points--the north fork at North 12th Place and Juneau Avenue and the south fork at North 11th Street and Kilbourn Avenue--and after merging at North 15th Street and Highland Avenue, followed an undulating route westward along the approximate course of present-day State Street.¹⁰

By the end of 1849, when the plank road was completed through the city, all of the West Side lands had been sold. The land ownership patterns that emerged at that time partly would continue until the first subdivisions were platted in the mid 1850's.¹¹ Between North 12th Street and North 27th Street, and Vliet Street and Wisconsin Avenue, five individuals owned over 75% of the land. The largest property owners were Elisha Eldred, Hans Crocker, William P. Lynde and Cyrus Hawley. South of Wisconsin Avenue all of the land between North 12th Street and North 20th Street was owned by James H. Rogers, and between North 23rd and North 26th Streets by C.D. Davis. All of these men were either Yankees or British immigrants who had arrived in Milwaukee within the first five years of the town's settlement.¹² They quickly emerged as the civic, professional and business leaders of their day. West of North 27th Street, intense speculation resulted in the division of the land into many small, ribbon-like tracts. These parcels were long, narrow slivers containing from two to five acres each that extended northward from Wisconsin Avenue and south from Juneau Avenue to frontage on the Watertown Plank Road, which bisected the West Side.¹³

Milwaukee emerged in the 1850's as a thriving city with an ever-expanding population from both native and foreign sources. Between 1840 and 1855, the city grew an astounding 1,800% from 1,712 to 32,074 residents.¹⁴ New home sites were needed and the city's boundaries were extended in all directions. On the West Side, the city pushed its boundaries westward to North 27th Street and the long held speculative lands were finally subdivided into residential lots. The first recorded subdivisions on the West Side were Kneeland's Addition in 1848, between North 12th Place and North 14th Street, and McKinley Avenue and Vliet Street, and Mitchell and Houghton's Subdivision in 1853, between North 9th and North 13th Streets, and Wells Street and Juneau Avenue.¹⁵ These were extensions of the original Kilbourntown settlement and the plats continued the street grid established by Kilbourn. Successive subdivisions were controlled by the 1856 city Charter which required all new streets and alleys to align with all existing and adjacent plattings.¹⁶ This was done to prevent the misalignment of streets that had occurred when Kilbourntown and Juneautown were platted. It also established a uniform, but rigid, grid pattern as the only legal way to subdivide city land into residential lots. This provision was also part of the 1874 charter. Development of the West Side proceeded at a steady pace throughout the 1860's and 1870's and all of the land to 27th Street, except a few minor parcels, had been platted by 1885.

West of 27th Street several subdivisions were recorded before the city annexed the lands to 35th Street in 1888. Most of these were along the route of the Watertown Plank Road. Newbre's Subdivision in 1877, Emma's Subdivision in 1883 and Dousman's Subdivision in 1887 bordered 27th Street on either side of present day West Richardson Place (the former plank road route). Newbre's and Emma's extended south of the plank road to Kilbourn Avenue, between 27th and 29th Streets, while Dousman's extended north of the plank road to Highland Boulevard between the same streets. A fourth pre-annexation plat was Edgewood's Subdivision in 1885. It was located on both sides of North 33rd

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Street extending westward to North 35th Street and between Wells and State Streets.¹⁷ This remote tract of land was probably subdivided because it was at the terminus of the Wells Street horse car line, which was established in 1874 and electrified in 1890.¹⁸ With the availability of mass transit, the Edgewood tract was built to 30% of capacity with suburban homes within the first decade after platting.¹⁹ Subsequent plats, filed from the late 1880's through the early 20th century resulted in the division of all of the West Side into house lots as far west as North 35th Street.

Transportation

Full scale urban development of the West Side followed on the heels of the establishment of public transit lines. The West Side Railway Company was the third major horsecar line to be built in Milwaukee by private interests. Prior to this, the Cream City Railway had established lines northeast to the North Point-Lake Park area and southwest to Forest Home Cemetery and the Milwaukee City Railway had built lines north along North Third Street and westerly to the Soldier's Home.

The West Side Railway Company was founded by Sherburn S. Merrill, John Tesch, Samuel Green, Stephen Harrison, and John Plankinton. Largely free of the political and entrepreneurial entanglements that had handicapped earlier streetcar companies, the West Side Company successfully built a double track trolley on Wells Street from the downtown west to North 34th Street.²⁰ This line was built to serve the growing number of residents on the West Side as well as to provide convenient transport to the Miller Beer Garden, which was only a couple of blocks west of the line's 34th Street terminus. Since it was built through one of the more densely settled sectors of the city, this line, although it had the least number of miles, soon had the highest ridership and earned the greatest profits of all the early streetcar companies.²¹ In 1879 Washington Becker, Merrill's son-in-law, assumed control of the company. He added an additional route on Juneau Avenue between North 12th Street and North 27th Street, and had car barns and stables erected at the southeast corner of Juneau Avenue and 27th Street and at the southeast corner of Wells and 22nd Streets.

In order to keep abreast of the latest technology, the Common Council permitted all of the streetcar lines to electrify in 1889. The competition between the three major lines to see who could convert to electricity first was intense and the prospect of an electric trolley system set off a boom in real estate speculation along the streetcar routes that lasted until the depression of 1893.²² Although both the Cream City and Milwaukee City Railways were heavily financed by eastern business men, neither was able to find a way to convert to an electric trolley system that would not be cost prohibitive. The West Side Railway Company, however, was successful in electrifying its Wells Street route and on April 4, 1890, the city's first electric trolley was put into use.²³ Power for the line was supplied by a transformer station located on the north side of Wells Street between North 11th Street and North 12th Street. The advent of the fast, efficient, all-weather electric trolley greatly increased property values west of North 27th Street. Long viewed as too remote from downtown shopping and employment opportunities, this part of the city, which had remained largely rural, was rapidly built-up with the homes of the prospering middle class after 1890.

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Neighborhood Development and Ethnicity

Neighborhoods developed on the West Side along fairly rigid social, economic and ethnic lines. The West Side was originally divided into two wards: Ward 2 extended from the Milwaukee River to the city limits at North 27th Street between Kilbourn Avenue and Vliet Street; Ward 4, also extended westward from the river to the city limits, from Kilbourn Avenue south to the north edge of the Menomonee Valley. In later years as the city's population grew and more land was annexed, the ward boundaries were adjusted to reflect population changes. By 1894, the West Side had been divided into four wards. The west boundaries of Wards 2 and 4 were retracted to North 13th Street, and Wards 15 and 16 were created out of their original western halves and extended from North 13th Street to North 35th Street. Political boundaries are not always reflective of settlement patterns, but the ethnic immigration patterns on the West Side do coincide with the ward divisions. The first census reports of 1850 and 1860 for Milwaukee showed that Germans were the dominate group in Ward 2, later Ward 15; and that Yankees, British and Irish were the dominate groups in Ward 4, later Ward 16. This pattern of settlement by ethnic origin persisted on the West Side into the early 20th century as the second and third generations of the respective groups remained in the wards settled by their ancestors. Thus, north of Kilbourn Avenue the wards were predominantly German-American and south of Kilbourn the wards were predominantly Anglo-American. This splintering of the different ethnic groups on the West Side was typical of Milwaukee's ethnically determined settlement history city-wide.²⁴

The earliest neighborhoods were ethnically homogenous and contained all classes and income levels. This is exemplified by the pattern of residential development in the eastern portion of the West Side between North 17th Street and North 12th Street. Although somewhat fragmentary today, the neighborhood fabric that is still extant exhibits an interesting mix of commercial structures, large expensive homes, modest alley houses, and middleclass cottages all jumbled together in close proximity illustrating the class-mixed character of mid-nineteenth century cities.

Neighborhood development on the West Side after 1880 reflected a growing segregation of land uses and income levels.²⁵ No longer were neighborhoods comprised of mixed uses with residences, shops and factories possibly on the same block. As the second and third generations prospered, a more clearly defined class structure emerged that was defined by occupation and social standing. One aspect of the previous neighborhood structure that carried through into the early twentieth century was that those of the same foreign stock continued to a large extent to live in proximity to each other. An important characteristic of West Side neighborhoods during this period of residential expansion was that the older areas, primarily east of North 20th Street, remained fairly stable. There was little movement out of this part of the West Side, particularly by the wealthiest classes, even as more desirable home sites further west were made available. In fact, not only were older properties well maintained and improved, but costly new houses continued to be built in the area until the turn of the century to house the wealthy.

In the period from 1880 to 1910, the city experienced a dramatic rise in population not only from internal sources, but from a new surge of post-Civil War foreign immigration. New housing was needed by both the rising middle and upper classes and the newcomers.²⁶

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The West Side neighborhoods that achieved distinction during this period were those located along or near one of the boulevards. This phenomenon of creating a landscaped municipal parkway as part of a city street was first introduced to Milwaukee with the creation of Highland Boulevard in 1895. McKinley Boulevard and Wisconsin Avenue were made boulevards in 1906. The boulevards not only had a landscaped esplanade down the middle of the roadway, but traffic was restricted, prohibiting all forms of heavy loads and undesirable vehicles. Boulevards became the choice residential areas of the West Side in the late nineteenth century.

Highland and McKinley Boulevards, although attracting different income groups, had an almost entirely German-American population. This was consistent with the ethnic patterns of the old second ward as established in the pre-Civil War settlement period. Highland Boulevard at the upper end of the income scale, was the residence of the wealthiest industrialists and businessmen in this part of the city. Because of its overwhelming German character, it was affectionately called "Sauerkraut Boulevard." Likewise, McKinley Boulevard was the residence of an equal number of German-Americans who were of the professional and managerial classes. Between the two boulevards, a better than average heavily German neighborhood developed that included managers, skilled craftsmen and pockets of laborers.

South of Highland Boulevard was the affluent Concordia College neighborhood. It had on its southern edge Grand Avenue, now West Wisconsin Avenue. Grand Avenue was a neighborhood unto its own. A residential street of the city's finest mansions and estates, its only near competitor was Prospect Avenue on the east side. It was the preferred place of residence for many of Milwaukee's oldest and most socially prominent families as well as for many of the wealthiest industrialists and financiers of the nineteenth century. Although it was characterized by a predominance of Anglo-Americans, there were also a significant number of German-American families by the end of the century.

The Concordia College neighborhood benefited greatly from its location between two of the most prestigious residential streets in the city. The neighborhood attracted the upper-middle class who could not afford the mansion-scale houses on the boulevards. Centered around the college campus, numerous residences exhibiting high quality design and craftsmanship were built on carefully landscaped city lots. The entire area from Grand Avenue to Highland Boulevard flowed like one giant park. The ethnic make-up was a blend of Anglo-American and German-American families.

The zenith of the West Side as the city's most elite neighborhood was short lived. In less than twenty years, the sons and daughters of the prominent Milwaukee families who had settled these streets found the residences on Highland Boulevard, Concordia and even Grand Avenue to be architecturally obsolete. A survey of city directories indicates that beginning in the early 1900's the wealthiest residents began to move out of the West Side to the east side along the lakeshore, the north shore suburbs and to nearby Wauwatosa. This trend continued for the next three decades and by the mid-1940's many of the former mansions had been converted to rooming houses and institutional uses.

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At the end of the nineteenth century the ethnic character of the West Side was beginning to change. The first significant group of non-European immigrants to settle in this part of the city were the Syrians. They were first here in 1895 and located between Sixth and 20th Streets and Kilbourn and Highland Avenues. Their community increased significantly within the next ten years and the first Syrian Catholic Church in the city was established in 1914 at 627 West State Street. In 1915 property was purchased in the 1600 block of State Street. Meeting first in a house and then in their present edifice, St. George's Melkite Byzantine Church at 1617 West State Street (MI 71-24) was dedicated in 1917.

The Black community on the West Side became prominent after World War II. Prior to this Blacks in Milwaukee were concentrated in a small neighborhood near the West Side central business district. As the tide of foreign immigration subsided in the 1920's, Blacks in significant numbers began to locate in Milwaukee to work in the city's heavy industrial plants. By the end of the 1940's the Black community began to spread out from its original neighborhood into the north and west sides of the city. Movement into the West Side was fairly limited in the 1950's, but accelerated in the 1960's and the 1970's. The city embarked upon a massive urban renewal program during this period and a large portion of the West Side, east of North 20th Street and between Highland Avenue and Vliet Street, was demolished and replaced with a variety of modern housing. By the end of the 1970's, Blacks were the majority ethnic group on the West Side.

The most recent immigrant group to gain prominence on the West Side are the Indo-Chinese. At the close of the 1970's, Southeast Asians fleeing the countries of South Viet Nam, Cambodia and Laos which had fallen under communist rule, settled in Wisconsin, one of the several national relocation centers for the Hmong and Laotian peoples. Many of these refugees came to Milwaukee and have established a community along West State Street and Kilbourn Avenue from North 17th Street to North 27th Street.

INDUSTRY

Early industry began on the West Side at the fringes of developed areas. These early businesses were generally small operations, serving the needs of a pioneer community. Brick-making, tanning and paper-making fall into this early group. Each of these industries found, at least temporarily, the necessary natural resources at the eastern and western edges of the project area. Within a matter of years, however, they either disappeared to be replaced by larger concerns or relocated to the Menomonee River Valley where water and rail access was better. As a result, the West Side never became a significant industrial area for Milwaukee.

A loop of the Menomonee River winds northward through a deep valley forming the western terminus of the West Side survey area. It was this upper valley that was destined to become the only significant industrial area on the West Side. At least initially, industry developed here in relative isolation from the rest of the city since it was outside the municipal limits in an area that was not easily accessible. The steep bluffs forming the valley walls made east-west travel across the river valley difficult. The valley was not devoid of the population, however. There were a few farms skirting the river banks and a small hamlet known as Pigsville was located at the south end of the valley just outside the survey boundaries. The roads and railway lines that were gradually improved made transportation of goods, if not people, easier.

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By far the two most successful and long-lived industries on the West Side are the Miller Brewing Company and the Harley-Davidson Motorcycle Company. Although Miller began as a small enterprise in the mid-nineteenth century, its period of significance falls in the twentieth century as does Harley's. Both companies owed their success to mass production and modern advertising techniques. Both remained family run operations until recent years.

The history of the Miller Brewing Company parallels that of other breweries in Milwaukee and highlights the factors that lead to Milwaukee's prominence in the realm of beer making. Abundant supplies of pure water and natural storage facilities were available. Good transportation was available to import raw materials such as grain and anthracite coal and to ship out the finished product. Milwaukee was also the largest midwest outlet for the northwest barley belt from the 1850's to the 1880's. Helpful legislation played an important part in encouraging the fledging brewing industry. The 1850 "Blue" liquor law placed a dollar a gallon tax on whiskey but only a dollar a barrel tax on beer, making the latter a more profitable enterprise. Fred Miller was only one of a multitude of brewers to take advantage of the city's assets when he purchased the Plank Road Brewery in 1855.

The forerunner of Miller, the Plank Road Brewery, was founded in 1848 by Charles Best, one of the four sons of the brewer Jacob Best. As its name implies, the plant was located along the Watertown Plank Road at the foot of the bluff along today's State Street. In 1855 Fred Miller purchased the ailing business from Best for \$8,000. Miller was born at Reidlingen, Germany in 1826 into a prosperous merchantile family that had been engaged in various successful businesses for four centuries. After finishing his schooling, Miller toured Europe and North Africa. While in Nancy, France, he visited his uncle, a brewer and became interested in beer making. He subsequently leased the famed Royal Brewery of the Hohenzollerns at Sigmaringen. Political unrest and government restrictions led him to sell his lease and immigrate to America. After stopping briefly in New York and New Orleans, Miller came to Wisconsin and eventually settled in Milwaukee.²⁷

Major strides were made in expanding the brewery in the years preceeding Miller's death from cancer in 1888. Bottling was begun by 1879 by distributor Charles C. Henning who developed the clear glass bottle that became a Miller hallmark. In 1883 the company built its own manually operated bottling house. In 1886 a new brick brewhouse was constructed embellished by the Star of David, an emblem that meant a new batch of beer was ready.²⁸ Mechanical refrigeration was introduced in 1887. In April, 1887, the business incorporated under the name of Fred Miller Brewing Company with capital stock of \$200,000. Fred, his son Ernest G. and his wife Lisette were the incorporators.²⁹ Upon Fred's death, his son Ernest succeeded to the presidency. During his lifetime, Fred Miller had increased his brewery's annual production from 1,200 barrels to 80,000 barrels.

It was during this second generation of management at Miller that the brewing industry reached its peak in importance to Milwaukee's economy. The peak year was 1891 when the industry employed approximately 2,400 employees in Milwaukee. Miller ranked fifth in production in Milwaukee that year (at 126,278 barrels) behind Pabst (790,290), Schlitz (547,196), Blatz (249,766) and Falk, Jung and Borchert (171,500).³⁰ By 1908,

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however, brewing had declined to fourth place in economic importance in Milwaukee behind iron and steel, heavy machinery production, leather production and packed meat production.³¹ Between 1914-1919, the production of beer and ale products dropped a significant 18.78% from their pre-World War I totals.³²

The post World War II years brought prosperity to Miller at last, as well as a new Miller to the helm of the company. Freddie C. Miller brought a sparkle to the company and a sense of optimism. Young and bright he was an able manager and made Miller beer a national brand for the first time. Born in 1906, he was the son of Clara (daughter of the original Fred) and Carl Miller (not related) who operated a lumber business at 170 West Hampton Avenue. Having proven his business abilities by his management of the family lumber business, Freddie turned his energies to the brewery. He inaugurated an extensive rebuilding program at Miller. Between 1945-1955 at least twelve major building projects were undertaken at a cost of \$42 million, which almost totally obliterated all traces of the brewery's 19th century origins.³³

Complete ownership of the brewery was assumed by the giant Philip Morris conglomerate in 1969. This resulted in the infusion of over a billion dollars into Miller expansion. A totally new plant valued at \$95 million, a beer can factory costing \$21 million and a new office building on Highland Avenue built at a cost of over \$20 million were the major improvements made here in Milwaukee. Numerous other plants and breweries were either bought or built for Miller across the country as well. In promoting their new acquisition, Philip Morris successfully capitalized on the light and dry beer market much as Fred C. Miller had done for the late 1940's to early 1950's, but Philip Morris expanded the company beyond Miller's most optimistic predictions. In 1980 the company sold 37 million barrels of beer, making it second in production only to Anheuser-Busch of St. Louis, Missouri and thus the second largest brewing company in the world.³⁴

Harley-Davidson, the only other large industry on the West Side, has not been nearly as successful as Miller Brewing, but has nevertheless established a worldwide reputation for its product.

The company began inauspiciously enough in 1903 when Bill Harley, Art Davidson and Walt Davidson began to tinker in the 10' x 15' shed behind the Davidson family home at 38th Street and Highland Boulevard. That year the three men produced their first motorcycle, a glossy black machine with a three horsepower DeDion-type single cylinder engine. The three men were among many across the country who were experimenting with motorcycles at the time. Unlike many of their would-be competitors, however, they hit upon the right internal dimensions for a reliable engine. Ole Evinrude, who lived in the area, also added his invaluable expertise on carburetors.³⁵

The company grew slowly in the early years. In 1904 the three men sold two of their machines while in 1905, eight were produced. In 1905 the production figure jumped to 50 and the firm's first employee was hired. On September 17, 1907 the group added another Davidson brother, William, and became incorporated. By 1908 the business launched into the mass production of 450 cycles. By this time there were 18 employees working for the firm and a 2,380 square foot brick building was built for production.³⁶

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The teens were a period of tremendous expansion for the firm. The number of employees reached 1,574 and manufacturing occupied 297,110 square feet by 1921. Advertising, competitive racing, salesmanship and quality improvements all contributed to spreading the fame of the Harley-Davidson motorcycle. In 1908, for example, Walt Davidson had entered and won the New York endurance run, an event that finally gave the motorcycle a national reputation. This was followed by a company sponsored racing team called the Wrecking Crew. Their victories through the teens helped to change the H-D image from reliable and slow to reliable and invincible. The accounts of such races as well as travel information and personal stories found their way into a company publication, The Enthusiast, beginning in 1916.³⁷

Large government contracts during World War I made Harley-Davidson the world's largest manufacturer of motorcycles in 1918. As much as one-third of their production was exported during this time. The glory days were soon over for the firm, however. The post-war depression devastated the motorcycle market. Production in 1921 fell to a mere 10,202 units compared with the 28,189 cycles produced in 1920. Although a worldwide economic recovery began in 1922, it did not revive the slumping cycling industry. The romance of the motorcycle had begun to wane as rich and poor alike turned to the automobile for their transportation needs. Mass produced Ford Model T's cost a mere \$245.00 each, which made them highly competitive with Harley-Davidson motorcycles.³⁸

In summary, it can be seen that the West Side, although home to two industrial giants, never really emerged as a manufacturing center for the city. Its early isolation and removal from the main railroad lines and shipping center in the Lower Menomonee Valley worked to the area's detriment. Likewise its distance from settled areas and a large work force created a lag in development that was only made up in this century. Other than geographic and transportation factors, however, is the equally important element that early West Side landowners viewed their holdings as potential residential property and, unlike Milwaukee's South Side or Brewer's Hill, did not encourage industrial development. The West Side, as a result, retains its residential character to this day.

INSTITUTIONS

One unique feature of the West Side's development that overshadows all others is the profusion of institutions such as hospitals, related health care facilities, college and university campuses that located in the area. The institutionalization of the West Side did not happen overnight, but occurred gradually in response to the need for institutional growth until the early twentieth century when it accelerated to the point where established residential uses were displaced and the land converted to institutional use. Most of the major institutions now present on the West Side can trace their origins to private residences, many which were originally the estates and mansions of the area's wealthiest early residents. As medicine and education became more specialized and technical in this century great demands were placed on these institutions to physically expand to meet the needs of the public. During the years between the World Wars an aggressive building campaign was undertaken by hospitals and schools to accommodate their increased scope of activities and entire blocks of once established neighborhoods were usurped by this expansion. A second more aggressive period of building activity occurred after WWII in the 1950's and 1960's.

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At one point in its history, there were at least eleven hospitals all functioning more or or less simultaneously, although currently there are only six. This still represents the highest concentration of health care facilities in the city. In addition, the West Side has been home to numerous related facilities including orphanages, homes for the aged, homes for girls and counseling services for drugs, alcoholism, parenthood. (The former Milwaukee County Dispensary and Emergency Hospital, 2430 West Wisconsin Avenue, MI 100-31, within the West Side Survey, has been nominated to the National Register separately. Recognized for both its architectural and historical significance, it was the first full service, accessible emergency hospital sponsored by county government in Milwaukee, and was the site for nationally important pioneering research on the use of high pressure oxygen treatments for medical purposes. Experiments conducted in the hospital's hyperbaric or high pressure oxygen chamber during the 1930's resulted in divers ascending to record depths without suffering the bends or decompression illness. Subsequently, the United States Navy used these test results in diving maneuvers during World War II.)

The expansion of college and university campuses on the West Side followed the same pattern as the hospitals. Three major campuses were located in this part of the city; the original State Normal School, Concordia College, and Marquette University, the largest Roman Catholic institution of higher education in the city. In each instance an established residential neighborhood was intruded upon and in the case of Concordia College and Marquette University was substantially demolished to make room for campus expansion.

SUMMARY

The West Side of Milwaukee developed as a major residential area in the late nineteenth century. Largely because of its unobstructed, buildable terrain, it was able to absorb a large portion of the city's expanding population. The area developed in a series of almost exclusively residential neighborhoods that were based on income and social standing and were almost void of commercial and industrial uses.

The development of the West Side occurred over a period, lasting nearly 90 years, from around 1850 to the 1930's. Country estates and farmhouses were the earliest residential structures, but as the first subdivisions were platted the street grid advanced and the West Side soon became part of the larger urban context. Residential construction intensified in the 1880's and the area was built to near capacity by the start of World War I. Non-residential development was characterized by the expansion of institutions including schools, hospitals, churches and fraternal clubs in the 1920's and 1930's.

Many of these organizations, long associated with the West Side, have maintained their base in this part of the city while expanding their constituency to include the metropolitan and regional areas.

The West Side has experienced urban decline in the past forty years, but its surviving architectural and historical resources include some of the most distinguished buildings in the city.

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Resources Included in the Nomination

Included in this multiple resource nomination are 26 individual properties, one group of buildings and four historic districts. Of the 26 individual properties, the Michael Carpenter House (MI 118-24), Victor Schlitz House (MI 6832), Edward Dahinden House (MI 101-28), Harry B. Walker House (MI 110-72), A.H. Esbanshade House (MI 127-5), Fred W. Sivyer House (MI 97-27), David W. Howie House (MI 110-28), George Schuster House (MI 126-33), Thomas Cook House (MI 92-22), Clark Row House (MI 87-21), Sovereign Apartments (MI 100-5), Second Church Christ Scientist (MI 107-28), Calvary Presbyterian Church (MI 98-18), Gesu Roman Catholic Church (MI 198-25), Grand Avenue Congregational Church (MI 103-25) and Pabst Brewing Company Saloon (MI 81-5) are nominated solely for architecture; Highland Avenue Methodist Church (MI 69-8), St. George's Melkite Catholic Church (MI 71-24), Kilbourn Lodge #3 of Free and Accepted Masons (MI 91-9), Charles Abresch House (MI 80-36), Alexander Mitchell House (MI 104-21), Henry Harnishfeger House (MI 101-31), Eagles Club (MI 103-9), Tripoli Shrine (MI 101-17), Wells Street Junior High School (MI 84-22) and Johnston Hall - Marquette University (MI 98-24) are nominated for both architecture and history. The Harley-Davidson Motorcycle Company (MI 128-19), as a group of buildings, is nominated solely for history. Three historic districts are nominated for both architecture and history, and one is nominated solely for architecture.

The structures nominated represent a varied cross section of the building types and architectural styles found on the West Side. The 26 individual properties include twelve residences, one row house, one apartment building, six churches, three fraternal club houses, one commercial building and two school buildings. The group of buildings is an industrial complex. All four of the historic districts are representative of the area's extensive residential fabric. The Concordia Historic District which is comprised of 180 buildings contains the former campus of Concordia College, the State's only Missouri Synod Lutheran Church sponsored college. Two other districts are centered around boulevards with landscaped esplanades down the middle of the roadway. Highland Boulevard Historic District is comprised of 20 buildings and was a former mansion district of wealthy German-Americans. McKinley Boulevard Historic District is comprised of 110 buildings and is one of the most intact neighborhoods of middle and upper-middle income residences in the city. Lastly, the Kilbourn Avenue Row House District is the smallest district with 13 buildings. The district focuses on a cluster of row houses and multi-flat buildings.

Planning, Preservation and Restoration Activities

The West Side is an area in transition. The neighborhood has been undergoing change in character and land use since World War I. It has been transformed from a middle to upper-income, owner-occupied, residential area to a lower income neighborhood of transients and tenants. Some of the institutions that have always been in the neighborhood have grown tremendously in the past thirty years and have gobbled up much of their surrounding residential areas for expansion and parking. Other institutions have left the area leaving behind vacant boarded up buildings and weed choked lots. The cumulative effect of all the forces that have been at work on the West Side since the 1920s has been a loss of neighborhood stability due to absentee landlordism, institutional expansion, a greying of the population, an influx of lower-income residents with little commitment to the area, commercial disinvestment and spot demolition.

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In recent years forces have emerged to combat the neighborhood's decline. The formation of several neighborhood-based organizations to creatively counter the forces of disinvestment have renewed hope in the neighborhood's future. The city, for its part, is dedicated to seeing the West Side revitalized. This survey project is a reflection of that commitment.

It is, in fact, the intent of this project to produce tools to encourage the neighborhood's revitalization. It is our hope that the survey report will encourage a renewed awareness and pride by neighborhood residents in the West Side's past, for no effort at restoring the vitality of the area can meet with much success without enthusiastic neighborhood support and the rekindling of a desire on the part of the residents to stay in the neighborhood and create a desirable living environment.

The inventory data will be used by the city in carrying out its neighborhood conservation programs. It will become an integral part of the implementation of the city's low-interest loan housing rehabilitation programs, urban renewal efforts, commercial revitalization and urban homesteading programs.

The National Register nomination component of the project is intended to further encourage neighborhood pride, focus planning efforts on the most preservation-worthy of the West Side's historic resources and make the financial incentives of National Register listing available to property owners.

The revitalization of an area like the West Side does not lend itself to easy answers or to stock solutions. Clearly, the problems of the neighborhood are not limited to physical deterioration, they also include demoralization, disinvestment, social problems, poverty and institutional development pressures. Fortunately, there are already organizations working the area to correct these problems. In spite of the considerable progress that has been made in enhancing owner-occupancy, making funds available for home repair, educating the population, encouraging commercial revitalization, coordinating neighborhood conservation goals with institutional growth plans and promoting reinvestment by the financial community, there is still much that needs to be done.

AREA OF SIGNIFICANCE: ARCHITECTURE

The architectural resources included in the multiple resource nomination represent the types, styles, periods and methods of construction prevalent on the West Side from the 1850's to 1934. Single-family houses comprise the largest percentage of nominated buildings for architectural significance, but there are also churches, schools, fraternal club houses, commercial buildings, apartments buildings and row houses nominated individually and in the four historic districts.

The residences include examples of the Gothic Revival (Thomas D. Cook House, 853 North 17th Street, MI 92-22), Queen Anne (Victor Schlitz House, 2004 West Highland Boulevard, MI 68-32), Victorian Romanesque (Abraham Breslauer House, 1435 West Kilbourn Avenue, Kilbourn Row House Historic District, MI 82-21), German Renaissance Revival (George Schuster House, 3209 West Wells Street, MI 126-33), Colonial Revival (George J. Davies House, 2834 West Kilbourn Avenue, Concordia Historic District, MI 109-32), Shingle

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Style (Abram Bancker House, 936 North 31st Street, Concordia Historic District, MI 119-35), Neoclassical (Willits-Sternemann House, 3112 West McKinley Boulevard, McKinley Boulevard Historic District, MI 105-16), Beaux Arts Classicism (George Koch House, 3209 West Highland Boulevard, Highland Boulevard Historic District, MI 123-27), Bungalow (Edward Dahinden House, 3316 West Wisconsin Avenue, MI 101-28), Prairie Style (George Weinhausen House (3306 West Highland Boulevard, Highland Boulevard Historic District, MI 108-15), Craftsman (George Zimmermann House, 3102 West McKinley Boulevard, McKinley Boulevard Historic District, MI 105-14), and Art Deco (Sovereign Apartments, 1810 West Wisconsin Avenue, MI 100-5).

Of the non-residential buildings nominated, the churches represent the Gothic Revival (Calvary Presbyterian, 935 West Wisconsin Avenue, MI 98-18) Victorian Romanesque (Grand Avenue Congregational, 2133 West Wisconsin Avenue, MI 103-25), Victorian Gothic (Gesu Roman Catholic Church, 1145 West Wisconsin Avenue, MI 98-25), and Neoclassical (Second Church Christ Scientist, 2722 West Highland Boulevard, MI 107-28). The schools represent the Renaissance Revival (Wells Street Junior High School, 1820 West Wells Street, MI 84-22), Neoclassical (Concordia College classroom building, Concordia Historic District, MI 121-6), and Collegiate Gothic (Johnston Hall-Marquette University, 1121 West Wisconsin Avenue, MI 98-24). Fraternal club houses represent some of the most unusual architectural forms in the city: Neo-Renaissance (Eagles Club, 2401 West Wisconsin Avenue, MI 103-9) and Islamic Revival (Tripoli Temple, 3000 West Wisconsin Avenue, MI 101-7). Commercial buildings represent Victorian Commercial Gothic (Pabst Brewing Company Saloon, 1340 West Juneau Avenue, MI 81-5).

The architects of the nominated properties represent some of the finest designers to have worked in Milwaukee. Included in this group were James Douglas, Charles Gombert, Edward Townsend Mix, Henry C. Koch and Co., Edward V. Koch, Otto Struck, Frederick Velguth, Henry Messmer and Son, Alexander C. Eschweiler, and Bruce Uthus; also the partnerships of George Butman Ferry and Alfred C. Clas, Herman W. Beumming and Gustav A. Dick, H. Paul Schnetcky and Eugene R. Liebert, Henry Van Ryn and Gerrit J. DeGalleke, Charles Kirchoff and Thomas L. Rose, Cornelius Leenhauts and Hugh W. Guthrie, Max Ferneckes and Edwin Cramer, Charles D. Crane and Carl C. Barkhausen, and Martin Tullgren and Sons.

For more information, refer to the "Architectural Resources" section of Item No. 7, the individual intensive survey forms, and the district survey forms.

AREA OF SIGNIFICANCE: Community Planning/Landscape Architecture

The McKinley Boulevard and Highland Boulevard Historic Districts are nominated for their significant contributions to Milwaukee's community planning efforts and to landscape architecture. In 1896 the city embarked upon a plan to create a system of boulevards that would be constructed with landscaped esplanades down the middle of the roadway. The purpose of the boulevards was to provide open space as a public parkway and to prohibit certain types of vehicular traffic carrying heavy loads such as building materials, refuse, animals and farm produce. As an indirect result, elegant neighborhoods of large-scale and mansion-type houses were developed on the boulevards, as residential areas distinct from the residential fabric which surrounded them. The first boulevard in

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in the city was Highland Boulevard, established in 1896 and followed by the second boulevard, McKinley Boulevard, established in 1906. The landscaped esplanades were developed and maintained by the Department of Public Works and have become a significant part of the urban landscape architecture of Milwaukee. As the system was enlarged through the early 1920's, it became an integral part of the extensive Milwaukee County park, parkway and boulevard system plan of 1923. Developed by Charles B. Whitnall, this nationally recognized plan successfully linked the county recreation areas with a ring of parkways built along rivers and creeks and connected to the major city parks and boulevards.

For more information, see the Highland Boulevard and McKinley Boulevard Historic Districts survey forms and individual intensive survey forms.

AREA OF SIGNIFICANCE: Education

The former Wells Street Junior High School at 1820 West Wells Street (MI 84-22), the former Concordia College classroom building (MI 121-6) in the Concordia Historic District; and Johnston Hall-Marquette University at 1121 West Wisconsin (MI 98-24) are nominated for their significant contributions to the development of secondary and collegiate education, both public and private, in the city of Milwaukee and state of Wisconsin. The former Wells Street Junior High School was originally built as a Wisconsin State Normal School. Located at this site from 1885 to 1909, it advanced the training of teachers in a state supported institution, at the college level, for the first time in the city. Relocated at its present site, at the northwest corner of North Downer Avenue and East Kenwood Boulevard, the Normal School became the nucleus of the present University of Wisconsin at Milwaukee. After the Normal School, the building was used as Milwaukee Girls Trade and Technical School from 1909 to 1955. A major advance in female secondary, public education of the period, the school exemplified the educational reforms instituted by the city's Social-Democrat Party. Concordia College represents a major higher education institution of the Lutheran Church. As the only Missouri Synod Lutheran College in the state, it was originally the Lutheran Church. As the only Missouri Synod Lutheran College in the state, it was originally the center of seminary training for the synod's pastors and later became a liberal arts college. Johnston Hall is representative of the contributions Marquette University has made to higher education. As Milwaukee's second largest university, it is the main focus of Roman Catholic education in the city.

For more information, see the Concordia Historic Districts forms and individual intensive survey forms.

AREA OF SIGNIFICANCE: INDUSTRY

The Harley-Davidson Motorcycle Company at 3700 West Juneau Avenue (MI 128-19) is nominated for its contributions to the development and production of motorcycles as a world class manufacturer. Nominated are the two production/office buildings that represent the company when it had reached international recognition in the early twentieth century.

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For more information, see the Kilbourn/Wells and Concordia Historic Districts forms and individual intensive survey forms.

AREA OF SIGNIFICANCE: RELIGION

St. George Melkite Byzantine Church at 1617 West State Street (MI 71-24) is nominated for its contributions to religion in the State of Wisconsin. As the only church of the denomination of the state, it has served as the spiritual center of Milwaukee's Syrian-Lebanese Christian community. Founded in 1895, St. George's has occupied the present edifice from 1917 to the present.

For more information, see the individual intensive survey form.

AREA OF SIGNIFICANCE: SOCIAL/HUMANITARIAN

The Kilbourn Lodge #3 of Free and Accepted Masons at 827 North 11th Street (MI 91-9), the Eagles Club at 2401 West Wisconsin Avenue (MI 103-9), and the Tripoli Temple at 3000 West Wisconsin Avenue (MI 101-17) are nominated for their varied contributions to the development of social and humanitarian causes in the city. The Kilbourn Lodge #3 is the oldest masonic organization in the city. Founded in 1843, it has been located at its present site since 1899. The Tripoli Shrine represents the pinnacle of masonry in Milwaukee. Organized in 1885 and chartered in 1886, it was the 21st Shrine Temple in the United States. It serves as the center of Shrine activity in the state and has 31 official units, seven of which are located outside of Milwaukee. It also has 28 chartered Shrine clubs scattered throughout Wisconsin and sponsors the annual Shrine Circus in Milwaukee and Green Bay and the Midwest Shrine Football game which benefits the Shrine hospitals and burn centers. The Eagles Club, Milwaukee Aerie #137, was one of the leading chapters in the United States. Known for its acts of benevolence and charity fund raising, the Milwaukee aerie has the largest club house and had the largest World War II era membership of any unit in the country.

For more information, see individual intensive survey forms.

ARCHAEOLOGICAL RESOURCES

The scope of both the West Side Intensive Survey and this multiple resource nomination was limited to an inventory of above-ground historic resources of the study area, specifically excluding archaeology. Therefore, no sites, either individual or within a district, have been included in this nomination.

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⁴Ibid. p. 7.

⁵Kathleen Neils Conzen, Immigrant Milwaukee 1836-1860 (Cambridge, Massachusetts: Harvard University Press, 1976), p. 42 Garber, ed., Built in Milwaukee, p. 9

⁶Discover Milwaukee Heritage (Milwaukee: City of Milwaukee, 1982), pp. 11,12.

⁷Increase Lapham, "Map of Milwaukee" (Milwaukee, Cincinnati, 1836).

⁸Milwaukee Sentinel, October 9, 1899. Old Settler Club Obituaries and Memorials. Milwaukee County Historical Center, Volume I. p. 204.

⁹Sentinel, October 9, 1899.

¹⁰H. Belden and Company, Illustrated Historical Atlas of Milwaukee County (Chicago: H. Belden and Co., 1876), p. 8.

¹¹Still, Milwaukee, The History of a City, p. 43

¹²Reis J. Behline, "The Water plank Road", Historical Messenger, X (June, 1954), p. 11.

¹³C.N. Casper Co., Official Quarter-Section Atlas of the City of Milwaukee (Milwaukee, 1906).

¹⁴Belden, Illustrated Historical Atlas, p. 15.

¹⁵H.F. Walling, Illustrated Historical Atlas Map of Milwaukee and Environs (New York, 1858). Lapham, increase, "Map of Milwaukee" (Milwaukee, 1848).

¹⁶Simon, The City-Building Process, p. 25

¹⁷Caspar, Quarter-Section Atlas, 1906.

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- ¹⁸Simon, The City-Building Process, p. 31
- ¹⁹Milwaukee County Register of Deeds.
- ²⁰Clay McShane, Technology and Reform: Street Railways and the Growth of the Milwaukee area 1887-1900. (Madison: State Historical Society of Wisconsin, 1974), pp.
- ²¹City of Milwaukee Building Permits.
- ²²Ibid. pp. 53-59
- ²³John Gurda, The West End (Milwaukee: Humanities Program, University of Wisconsin Board of Regents, 1980). p. 92.
- ²⁴McShane, Technology and Reform, p. 54
- ²⁵Ibid. p. 65.
- ²⁶Ibid. p. 78.
- ²⁷Conzen, Immigrant-Milwaukee 1836-1860, pp. 126,127,133.
- ²⁸Somon, The City Building Process, p. 40
- ²⁹Ibid. p. 59.
- ³⁰Milwaukee Sentinel, April 17, 1955, pp. 72,73.
- ³¹Ibid. April 17, 1955, pp. 8,45,56.
- ³²Milwaukee Sentinel, April 29, 1887, p. 4
- ³³W.J. Andrews and Julius Bleyer, eds., Milwaukee's Great Industries (Milwaukee: Association for the Advancement of Milwaukee, 1892), pp. 164,165,174,205
- ³⁴Commercial Milwaukee, 1909 Yearbook of the Merchants and manufacturers Association (Milwaukee: Burdick and Allen Printers, 1909), p. 7.
- ³⁵History of Milwaukee County (Unpublished Manuscript of Milwaukee Writers Project, Milwaukee Public Library, 1947), p. 275.
- ³⁶Milwaukee Sentinel, April 17, 1955, p. 12.
- ³⁷Jean Lindsay Johnson, When Midwest Millionaires Lived Like Kings (Milwaukee: N.P., 1981), p. 317.

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³⁸David Wright, The Harley-Davidson Motor Company. An Official Eighty-Year History (Osceola, Wisconsin: Motorbooks International, 1983), pp. 10-12.

³⁹Ibid. pp. 10-12.

⁴⁰Ibid. pp. 16,19,20.

⁴¹Ibid. pp. 17,19.

9. Major Bibliographical References

See Continuation Sheet

10. Geographical Data

Acreage of nominated property See survey forms

Quadrangle name See survey forms

Quadrangle scale See survey forms

UTM References See survey forms

	Zone	Easting	Northing
A			
C			
E			
G			

	Zone	Easting	Northing
B			
D			
F			
H			

Verbal boundary description and justification All normal properties are contained within the boundaries on the study area map. The study area is within the corporate limits of the City of Milwaukee as they existed in October, 1984. For specific boundary descriptions and justification, see individual and district survey forms.

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

state	N/A	code	county	code
-------	-----	------	--------	------

state	code	county	code
-------	------	--------	------

11. Form Prepared By

name/title	Robin Wenger, Associate Planner Carlen Hatala, Consultant	Les Voilmert, Senior Planner
-------------------	--	------------------------------

organization Department of City Development date February, 1985

street & number 809 North Braodway **telephone** (414) 223-5706

city or town	Milwaukee	state	WI	53202
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12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

 national state local See survey forms

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

State Historic Preservation Officer signature

title DIRECTOR OF HISTORIC PRESERVATION

date 5 JUNE 1985

For NPS use only

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

Keeper of the National Register

date

Attest:

date

Chief of Registration

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Historic American Buildings Survey, Records. Department of City Development, Milwaukee.

Milwaukee County Historical Center, Records and Iconography.

Milwaukee Historic Preservation Commission, Records. Department of City Development., Milw.

Milwaukee Public Library, Records and Iconography.

National Register of Historic Places, Records. Department of City Development, Milwaukee.

Wisconsin State Historical Society, Iconography.

NEWSPAPERS

Milwaukee Journal. 1900-1984

Milwaukee Sentinel. 1837-1984

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

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Item number

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Multiple Resource Area
Thematic Group

dnr-11

Name West Side Area Multiple Resource Area
State Milwaukee County, WISCONSIN

Nomination/Type of Review

Date/Signature

1. Concordia Historic District

Entered in the
National Register

for Keeper
Attest

Shelene Byers 7/30/85

2. Highland Boulevard Historic District

Entered in the
National Register

for Keeper
Attest

Shelene Byers 7/30/85

3. McKinley Boulevard Historic District

Entered in the
National Register

for Keeper
Attest

Shelene Byers 7/30/85

4. Harley-Davidson Motorcycle
Factory Buildings

Substantive Review

Keeper

Eligible - Beth Grosvenor 7/29/86

DOE/OWNER OBJECTION

Attest

5. Harnischferger, Henry, House

Substantive Review

Keeper

Eligible - Beth Grosvenor 1/14/86

DOE/OWNER OBJECTION

Attest

6. Mitchell, Alexander, House

Substantive Review

Keeper

Eligible - Beth Grosvenor 1/16/86

DOE/OWNER OBJECTION

Attest

7. Sovereign Apartments

Substantive Review

Keeper

Eligible - Beth Grosvenor 1/16/86

DOE/OWNER OBJECTION

Attest

8. Eagles Club

Substantive Review

Keeper

Beth Grosvenor 7/29/86

Attest

9. Kilbourn Avenue Row
House Historic District

Entered in the
National Register

for Keeper
Attest

Shelene Byers 2/25/86

10. Abresch, Charles, House

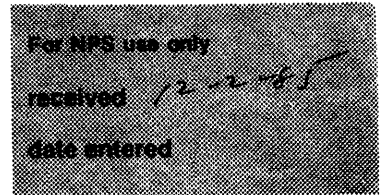
Entered in the
National Register

for Keeper
Attest

Shelene Byers 1/16/86

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



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Multiple Resource Area
Thematic Group

Name West Side Area Multiple Resource Area
State Milwaukee County, WISCONSIN

Nomination/Type of Review

Date/Signature

11. Calvary Presbyterian Church

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

✓ 12. Clark Row House

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

13. Cook, Thomas, House

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

✓ 14. Dahinden, Edward J., House

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 2/25/86

15. Esbenshade, Abraham H., House

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

16. Gesu Church

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

17. Grand Avenue Congregational Church

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

18. Highland Avenue Methodist Church

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

19. Howie, David W., House

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

20. Johnston Hall

**Entered in the
National Register**

for Keeper
Attest

Delores Byers 1/16/86

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

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Multiple Resource Area
Thematic Group

Name West Side Area Multiple Resource Area
State Milwaukee County, WISCONSIN

Nomination/Type of Review

Date/Signature

21. Kilbourn Masonic Temple

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

22. Milwaukee Normal School-
Milwaukee Girls' Trade and
Technical High School

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

23. St. George Melkite Catholic
Church

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

24. Schlitz, Victor, House

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

25. Schuster, George, House &
Carriage Shed

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

26. Second Church of Christ
Scientist

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

27. Sivyver, Fred, House

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

28. Tripoli Temple

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

29. Walker, Harry B., House

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

30. Pabst Brewery Saloon

Entered in the
National Register

for Keeper

Delores Byers 1/16/86

Attest

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Multiple Resource Area
Thematic Group

Name West Side Area Multiple Resource Area
State Milwaukee, WISCONSIN

Nomination/Type of Review

Date/Signature

31. Carpenter, Michael House

Entered to
National Register

Keeper

Alvin E. Byrum 1/16/86

Attest

32.

Keeper

Attest

33.

Keeper

Attest

34.

Keeper

Attest

35.

Keeper

Attest

36.

Keeper

Attest

37.

Keeper

Attest

38.

Keeper

Attest

39.

Keeper

Attest

40.

Keeper

Attest