

DEC 2 1985  
JAN 16 1986

## INVENTORY FORM FOR NOMINATED PROPERTIES

Name of property: George Schuster House & Carriage shed.

Owner: Randall D. Crocker Trustee for Estate of Verdeile Millpointer

Address: 3209 West Wells Street

Owner's address: 740 N. Plankinton Ave.

City: Milwaukee

Milwaukee, WI 53203

### REGISTRATION INFORMATION

160 NRHP Certification (date)

- Listed in NRHP (LI)
- Determined eligible in DOE process (DD)
- Determined eligible in nomination process (DN)
- Additional documentation added to nomination (AD)
- Boundary increased (BI)
- Boundary decreased (BD)
- Delisted (DL)

170 Thematic or Multiple Resource Nomination Name (code)

\_\_\_\_\_

180 NRHP List Name George Schuster House & Carriage House.

190 Level of Significance

- national (NA)
- state (ST)
- local (LO)

200 District Classification

- pivotal (P)
- contributing (C)
- non-contributing (NC)

210 Applicable Criteria

- event (A)
- person (B)
- architecture/engineering (C)
- information potential (D)

215 Criteria Considerations

- religious property (A)
- moved property (B)
- birthplace or grave (C)
- cemetery (D)
- reconstructed property (E)
- commemorative property (F)
- less than 50 years old (G)

220 Area of Significance (code)

Architecture

230 Period of Significance

Date of Construction is 1891(A)

340 Review Board Date \_\_\_\_\_

70 USGS Quad Map

SW/4 Milwaukee 7.5 min 1:24,000

80 UTM Coordinates (Format: 99-999999-9999999)

16-422250-4765500

85 Listed Acreage Less than one acre

60 Verbal Boundary Description In Dousman's Subdivision, north-east quarter sec. 25-7-21, that part of lot 7 commencing at intersection of S. line of W. Wells St. & W. line of N. 32nd St. & thence W. 104.02'; thence S. 105' thence E. 104.02' & thence N. 105' to point of beginning.

**STREET:** W. Wells Street

**NUMBER:** 3209

**SHSW INTENSIVE  
SURVEY FORM**

**LOCATION**

10 County Milwaukee

20 City or Village Milwaukee

30 Civil Town \_\_\_\_\_

35 Unincorporated Community \_\_\_\_\_

40 Location 3209 West Wells Street

50 Town-Range-Section \_\_\_\_\_

55 Quarter Sections \_\_\_\_\_

60 Verbal Boundary Description In Dousman's Subdivision,  
northeast quarter section 25-7-21, that part of lot 7  
commencing at intersection of south line of W. Wells St.  
and W. line of N. 32nd Street and thence west 104.02 feet  
thence south 150 feet thence east 104.02 feet and thence  
north 150 feet to point of beginning.

**PROGRAM REVIEW**

250 Tax Case Number \_\_\_\_\_

260 Compliance Case Number \_\_\_\_\_

270 A or D Grant  Yes  No

275 Covenant/Easement Dates \_\_\_\_\_

320 Ownership

private (P)

local-public (L)

state-public (S)

federal-public (F)

mixed, private-public (M)

330 Lead Agency (code) \_\_\_\_\_

**SURVEY**

90 Photo Codes MI 126-33-37

100 Survey Map 388

110 Map Code 126-33

120 Reconnaissance Survey Date 1979

130 Reconnaissance Surveyor Wenger/Hunton/Jensen

140 Intensive Survey Name (code) Westside

150 Intensive Surveyor Wenger/Hatala

155 Intensive Survey FY 1983

235 Survey Evaluation

eligible (E)  not eligible (N)

237 Survey District Classification

pivotal (P)  non-contributing (NC)

contributing (C)

240 Survey Level of Significance

national (NA)  local (LO)

state (ST)

243 Survey Evaluation Criteria

event (A)  architectural/engineering (C)

person (B)  information potential (D)

245 Proposed District \_\_\_\_\_

280 NHL Date \_\_\_\_\_

290 HABS No. \_\_\_\_\_ 300 HAER No. \_\_\_\_\_

310 Local Landmark (code) \_\_\_\_\_

315 Associated Archeological Site(s) \_\_\_\_\_

Street

ARCHITECTURE

450 Date of Construction (source) 1891(A)

460 Dates of Alterations/Additions (source)

1891(A)

480 Builder (source)

490 and 500 Designer Type and Name (source)

X architect: Crane and Barkhausen(A)

artist:

engineer:

interior designer:

landscape architect:

other:

510 Style or Form (code)

German Renaissance Revival

520 Building, Structure, Object or Site Type (code)

House

530 Building Materials (code)

Slate

(roof)

Stone

(foundation)

terra cotta/sand-trim)

stone, brick

540 Interior Visited Yes  No

550 Structural System (code)

Balloon frame

560 Plan Configuration (code)

Irregular

Address

570 Number of Stories

2-1/2

580 Roof Shape (code)

Irregular

590 Additional Description

620 Condition

— excellent — good  fair — poor — ruins

650 Related Buildings (code)

HISTORY

430 Common/Current Name

440 Historic Names (source) George Schuster House(B)

660 Associated Individual(s) (dates) (source)

George Schuster (1891-1922)(C)

670 Associated Event (source)

680 Commercial/Industrial Historic Uses (source)

DESCRIPTION

The George J. Schuster House is a large, 2-1/2 story, brick-and-sandstone, hip-roofed, Victorian Chateausque mansion built in 1891. The ornately detailed and complexly massed house has two architecturally articulated elevations: the facade of the house facing West Wells Street and the east elevation facing North 32nd Street. The west and south elevations are somewhat utilitarian in character.

The West Wells Street facade is the most imposing of the elevations. The central entrance with its arcaded stone porch is flanked by a projecting, three-story, conically-roofed, round, corner tower to the west and by a slightly projecting Flemish-gabled pavillion with a large bartizan sprouting from its east corner. To the west of the round tower a utilitarian, flat-roofed, two-story service wing with an arched garage door is set back from the main block of the house. The first-story is clad in alternating courses of smooth and rusticated red sandstone. The second-story and gables are covered with dark red pressed brick ornamented extensively with rich red terra cotta trim.

The east elevation is quite different in character. With its central element of a shingled, gabled bay rising a full three stories through the attic ornamented with a large, broken-pedimented, Palladian window, its soaring panelled chimneys and its faceted domed tower at the rear corner girded with a glass conservatory, this elevation is more frankly Queen Anne in appearance than the Francois I / Flemish Renaissance inspired Wells Street facade. The side elevation reflects the same heirarchy of banded red sandstone, brick and terra-cotta materials as the facade.

The rear (south) elevation is dominated by the faceted corner tower with conservatory at the southeast corner and by a broad Flemish gable. The wooden second-floor sun porch addition incongruously cantilevered over the rear kitchen vestibule was probably added in 1924.

At the rear of the lot is a large, frame carriage house now converted to a garage. The picturesquely massed carriage house has multiple dormers and gambrel roofs. (continued)

ARCHITECTURAL/ENGINEERING STATEMENT OF SIGNIFICANCE

The George Schuster House is of local architectural significance as a fine example of an eclectic Victorian Renaissance Revival mansion. The house is one of Milwaukee's few examples of a Chateausque influenced building. The Vanderbilt family of New York City and their favorite architect, Richard Morris Hunt, popularized the residential architecture of the era of the French King Francois I as a suitable style for upperclass homes in the early 1880's. It was subsequently chosen by many wealthy families for their new homes. Hunt was the nation's leading practitioner of the Chateausque style and designed a few homes of this type in the Midwest, including the Borden Mansion on Lake Shore Drive in Chicago in 1884. Fashionable architects such as Crane and Barkhausen were aware of the style through architectural publications as well as by seeing (continued)

690 BIBLIOGRAPHIC REFERENCES (SOURCES)

- (A) City Building Permits.
- (B) City Directories (1891-1922)
- (C) Zimmerman, H. Russell, "Wells Street's Red Castle"-  
Milwaukee Journal 3/16/69.
- (D) Watrous, Jerome A. Memoirs of Milwaukee County, Vol. II. Madison, Wisconsin; Western Historical Association, 1909. pp. 316-17
- (E) Gregory, John G., ed. History of Milwaukee, Wisconsin, Vol. IV. Milwaukee: S.J. Clarke Publishing Company, 1931. pp. 579-80

700 STUDY UNITS (CODE)

_____	_____
_____	_____

350 Demolished

360 Date Demolished

\_\_\_\_\_ Yes \_\_\_\_\_ No

3209 West Wells Street

Description Continued

The Schuster House is sited well back from Wells and North 32nd Streets behind a hedge-bordered, tree-studded lawn. The rear yard has been completely paved for parking.

The interiors were not visited.

Architectural/Engineering Statement of Significance Contd.

actual examples, such as the ornate Lake Shore Drive and Prairie Avenue establishments in Chicago. It is possible the Schusters may have been familiar with these mansions as well. At any rate, Crane and Barkhausen incorporated many of the fashionable Francois I architectural features, such as the conically-roofed tower and bartizan with locally popular elements such as Flemish Renaissance scrolled gables into a highly picturesque, essentially Queen Anne composition. The house further betrays its Queen Anne origins in its faceted domed rear tower, shingled bay with Colonial Revival inspired Palladian window and panelled chimneys. The dark red sandstone, brick and terra cotta reflect the lingering popularity of somber "Brown Decades" materials. The Schuster House is an important early building illustrating the emerging and soon to be dominant trend toward dignified, Northern European Renaissance inspired architecture for upperclass dwellings in Milwaukee. (See Historical Background for more information on architects.)

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HISTORICAL BACKGROUND

George Schuster was a wealthy tobacco merchant when he built his imposing mansion on West Wells Street in 1891. He had moved to Milwaukee in 1872 from Ohio and had become a partner in Schuster, Fitts & MacNeil distributors of the Florence Sewing Machine in Wisconsin. Later he went into the wholesale tobacco business. Schuster died in 1922. His widow sold the Wells Street house in 1924 to Jennie Olinger, who converted it into six apartments. It is still an apartment building today. Some of the interior woodwork and other decorative features appear to remain intact.(C)

Crane and Barkhausen were fashionable residential architects who designed some of the city's most imposing houses for their primarily upper income, German-American clients. Both Charles D. Crane (1850-1928) and Carl Barkhausen (1860-1934) had worked for architect Edward Townsend Mix prior to establishing their own firm in 1888. Before the firm desolved in 1902, they designed many expensive brick and stone residences for the city's industrial and mercantile elite. They favored heavy-handed, but imaginative, versions of the Renaissance and Classical Revival styles for their domestic work, perhaps reflecting the formal architectural training that Carl Barkhausen had received in Berlin in the 1870's and early 1880's. (D) (E)

The interiors were not visited.

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HISTORICAL STATEMENT OF SIGNIFICANCE

None