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

**National Register of Historic Places
Registration Form**

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

1. Name of Property

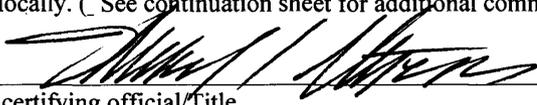
historic name Florida and Third Industrial Historic District
other names/site number N/A

2. Location

street & number 234-500 (even side) West Florida Street; 222 West Pittsburgh Avenue; 212, 222, 305, 331 South Third Street; 400 South Fifth Street; 233 West Oregon Street
city or town Milwaukee
state Wisconsin
code WI
county Milwaukee
code 079
not for publication
vicinity
zip code 53204

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)


Signature of certifying official/Title
Date 5/15/08

State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title
Date

State or Federal agency and bureau

Florida and Third Industrial Historic District

Milwaukee

Wisconsin

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register.
 ___ See continuation sheet.
 ___ determined eligible for the National Register.
 ___ See continuation sheet.
 ___ determined not eligible for the National Register.
 ___ See continuation sheet.
 ___ removed from the National Register.
 ___ other, (explain:)

Edson H. Beall

7.10.08

[Signature]
Signature of the Keeper

Date of Action

5. Classification

Ownership of Property (check as many boxes as as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	9	3 buildings
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	0	0 sites
<input type="checkbox"/> public-State	<input type="checkbox"/> structure	0	0 structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> site	0	0 objects
	<input type="checkbox"/> object	9	3 total

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

N/A

Number of contributing resources
is previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)
 INDUSTRY/manufacturing facility
 INDUSTRY/industrial storage
 AGRICULTURE/storage

Current Functions

(Enter categories from instructions)
 INDUSTRY/industrial storage
 VACANT

7. Description

Architectural Classification

(Enter categories from instructions)
 OTHER/astylistic utilitarian textile mill industrial loft
 OTHER/astylistic utilitarian daylight industrial loft

Materials

(Enter categories from instructions)
 Foundation CONCRETE
 walls BRICK
 roof ASPHALT
 other CONCRETE

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

Architecture

Industry

Period of Significance

1891-1928 (architecture)

1891-1958 (industry)

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Strack, Otto; Linde, Carl;

Buemming & Dick

Schnetzky, Herman Paul

Narrative Statement of Significance

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

Florida and Third Industrial Historic District
Name of Property

Milwaukee
County and State

Wisconsin

9. Major Bibliographic References

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

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State Agency
 - Federal Agency
 - Local government
 - University
 - Others
- Names of repository: Architectural Archives, Milwaukee Public Library, and Preservation Office, City of Milwaukee

10. Geographical Data

Acreege of Property 7.0 acres

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

1 16 425280 4764070
Zone Easting Northing

2 16 425600 4764380
Zone Easting Northing

3 16 425580 4764040
Zone Easting Northing

4 16 425360 4763920
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Elizabeth L. Miller	date	30 September 2007
organization		telephone	608-233-5942
street & number	4033 Tokay Blvd.	zip code	53711
city or town	Madison	state	WI

Florida and Third Industrial Historic District
Name of Property

Milwaukee
County and State

Wisconsin

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	Various (see list attached)	date	30 September 2007
organization		telephone	
street&number		zip code	53212
city or town	Milwaukee	state	WI

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

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

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Florida and Third Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

INTRODUCTION

The Florida and Third Industrial Historic District is located in the city of Milwaukee, Wisconsin. The district is situated south of Milwaukee's traditional downtown, on the south side of the Menomonee River, at the north end of an area known as Walker's Point. It is composed of 12 buildings on portions of seven blocks laid out in an ell-shaped district, which runs east along West Florida Street from South Sixth to South Second Street, and follows South Third Street north from West Florida to West Pittsburgh Street in Milwaukee's Fifth Ward (see attached map). The Florida and Third Industrial Historic District is predominantly made up of multistory industrial lofts situated along the rail corridor or adjacent to the abandoned rail yards of the Soo Line.

The Florida and Third Industrial Historic District is an intact, cohesive, and visually-distinct grouping of large-scale, industrial buildings, erected between 1891 and 1928, and united by physical development and architectural form. Nine of the 12 buildings (75 percent) contribute to the significance of the district. The district reflects the evolution in industrial loft design that took place during the late nineteenth and early twentieth centuries. This began with the narrow, brick and timber frame, textile mill lofts of the 1890s, which were commercial in appearance. It continued with the larger, boxy, brick and timber frame, textile mill lofts of the first decade of the twentieth century. The middle textile mill loft employed architectural embellishment and often displayed a three-part composition, echoing the base-shaft-capital of a column, a characteristic of the Chicago Commercial style. The transformation in industrial loft form ended with the concrete and brick, textile mill and daylight lofts of the 1910s and 1920s, which were devoid of ornamentation. The level of integrity of the contributing buildings in the district ranges from good to excellent.

SETTING

South of the Florida and Third Industrial Historic District lies the Walker's Point Historic District (NRHP 1978), an area of commercial and residential buildings dating from the mid-nineteenth to the early twentieth centuries. A strip of contiguous, one- and two-story, brick commercial buildings erected between 1855 and 1925 is found along South Second Street in the South First and Second Street Historic District (NRHP 1987) just east of the district. North and west of the Florida and Third Industrial Historic District are the abandoned rail yards and the rail corridor owned by the Soo Line; the south bank of the South Menomonee Canal lies beyond. South Sixth Street runs along the far west edge of the district, and rises to bridge the river, providing a visual barrier between the Florida and Third Industrial Historic District and the Menomonee Valley to the west.

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Florida and Third Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

PRESENT APPEARANCE

The Florida and Third Industrial Historic District is predominantly made up of multistory, brick, industrial lofts. It includes 9 contributing buildings and 3 non-contributing buildings. Two (22 percent) of the contributing buildings were erected in the 1890s.¹ Four (44 percent) were built in the first decade of the twentieth century, and three (33 percent) were erected in the 1910s. The designers and/or builders have been identified for eight of the nine contributing buildings. Four Milwaukee architectural firms designed buildings in the district: Otto Strack, Carl L. Linde, (Herman) Buemming and (Gustave) Dick, and Herman Paul Schnetzky. Four buildings were produced by engineers or contractors: the (John H.) Foster Contracting Company (of Waukesha); the (Charles) Horst Construction & Engineering Company (Milwaukee); the (Louis) Barnett and (James) Record Construction Company (Minneapolis); and the (John) Fraser Engineering Company (Milwaukee). The Florida and Third Historic District retains excellent integrity in setting, materials, feeling, association and design, as evidenced by the fact that 75 percent of the buildings in the district are contributing.

Eight (88 percent) of the nine contributing buildings are "industrial lofts" in form. Seven are "textile mill" industrial lofts, and one is a "daylight" industrial loft. As defined by architectural historian Betsy Hunter Bradley, the "industrial loft" is a long, narrow, multistory industrial building with a flat roof and a parapet. Prior to 1920, the industrial loft was typically built of load-bearing brick with heavy timber framing. In the late 1910s, steel-reinforced concrete construction began to be utilized in industrial lofts. Bradley describes the "textile mill" as a specialized subtype of the industrial loft form with a pilaster-and-panel brick exterior, and heavy wood framing and flooring known as "mill construction." Fire-resistive elements were also incorporated on the interior of the industrial loft and included: high ceilings; the elimination of ceiling finishes, attics and combustible interior furnishings such as shelving; the isolation of staircases and offices in towers apart from the factory floor; plank doors clad with sheet-metal; steel-framed, wire-glass windows; and sprinklers. Industrial buildings that possess grouped or continuous, steel, industrial sash windows are called "daylight" buildings, and are more commonly found in the one-story "production shed" form than in the industrial loft.²

The textile mill industrial lofts in the Florida and Third Historic District can be divided into three types, associated with the time period in which they were constructed: early (1890s), middle (1900s), and late (1910s-1920s). The *early textile mill industrial loft* is rectangular in form, long and narrow,

¹ Sources for the dates of construction include tax rolls, city directories, and building permits, most of which are recorded in the file for each building in the Historic Preservation Department, City of Milwaukee, based on the intensive survey of the central business district carried out in the mid-1980s.

² Betsy Hunter Bradley, *The Works: The Industrial Architecture of the United States*, (Oxford, England: Oxford University Press, 1999), pp. 27, 30-33, 104-07, 113, 125-35, 146 and 156.

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Florida and Third Industrial Historic District
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and presents the appearance of a multistory commercial building. The narrow end faces the street and displays architectural flourishes that reflect popular commercial styles of the era, perhaps in an attempt to blend in with a mixed commercial-residential neighborhood. There are two intact early textile mill industrial lofts in the Florida and Third Historic District. Each is of brick construction with heavy timber framing, and looks like a Romanesque Revival-influenced commercial block. The **Lindemann & Hoverson Company at 331 South Third Street** (see photo 1) was designed by architect Otto Strack and constructed in 1891 as a rental for the Pabst Brewing Company. The Lindemann & Hoverson Company was the first tenant of this five-story edifice. The narrow, front-facing façade of the Lindemann & Hoverson Company features a rock-faced stone base, brick corbelling between floors, and a deep, corbelled cornice with a rectangular cap. The pilaster-and-panel construction is revealed in the slender pilasters, accented with rock-faced stone blocks, which divide the facade. The ground floor originally looked like a storefront, with display windows and an off-center entrance. Diminutive, metal casement windows set in brick infill replaced the display windows prior to 1979. Above the ground floor, segmental-arch openings with continuous stone sills once framed paired, 9/9, double-hung sash windows. Most of these openings were reduced with wooden panels and fitted with 1/1 replacements c. 1986.³

The other intact early textile mill industrial loft in the district is the **Heinn Looseleaf Ledger Company at 326 West Florida Street**. It was designed by architect Carl L. Linde and erected in 1894 for the Pabst Brewing Company as a rental property (see photo 2). The Heinn Looseleaf Ledger Company lends its name to the building as a result of its 60-year occupancy. This edifice was expanded to the rear in 1898. The Romanesque Revival style and commercial appearance are more pronounced in the Heinn building than in the other two early textile mill industrial lofts in the district. The façade of the Heinn building also possesses a three-part Chicago Commercial style composition. The front façade of this five-story building features a slightly-projecting corner entrance tower with a broad, round-arched entrance portal, and a slender corner turret with a faux loophole. The entrance portal and storefront display windows were reduced with brick c. 1980.⁴ A compound, stone belt course caps the storefront and provides a continuous sill for the second-story windows. Segmental-and round-arch, 2/2 and 3/3 sash windows are found at the second, third, and fourth stories. The top story features smaller, round-arched, 2/2 sash windows, and a heavy, brick corbelled cornice.

The *middle textile mill industrial loft* was built in the first decade of the twentieth century. It is boxier and more massive than the early form, with a footprint that may be almost square. Although the

³ Survey photos taken in 1979 and 1985, 331 South 3rd Street Survey File, Historic Preservation Office, City of Milwaukee, Milwaukee, Wisconsin (hereafter, Historic Preservation Office, City of Milwaukee).

⁴ Survey photos taken in 1979 and 1985, 326 West Florida Street Survey File, Historic Preservation Office, City of Milwaukee.

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Florida and Third Industrial Historic District
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middle textile mill industrial loft displays architectural detailing, it generally does not have a storefront or other commercial characteristics. There are three middle textile mill industrial lofts in the Third and Florida Industrial Historic District. All three are of brick and heavy timber construction, trimmed with stone, possess two nearly identical street-facing facades, and display the three-part composition of Chicago Commercial style, as well as the influence of the Neo-Classical Revival style. The **Molitor Paper Box Company at 212 South Third Street** (also 223 West Pittsburgh Street) was built in 1904 (see photo 3) by the (Charles) Horst Construction & Engineering Company. The street-facing facades are finished with dark red brick and trimmed with stone in two colors: dark red and white. Each street façade features a base of rock-faced stone. A broad, classical, stone belt course forms a continuous sill beneath the windows at each of the third and seventh floors, dividing each facade into three parts. Many lintels are accented with a white keystone. Each street facade is topped with a deep parapet that displays a dentil molding, created with brick corbelling. A round-arched entrance portal appears in the outermost bay on each façade. Each has been reduced with glass block. Most of the other openings on the ground floor were filled with pebbledash panels and fitted with fixed, single-pane windows prior to 1985.⁵ Above the ground floor, the end bays possess 3/2 sash windows in segmental arches. The central bays are different from the end bays. Pilaster-and-panel construction is implied by the tall, segmental arches of brick that frame and unify multiple stories of grouped windows in the central bays. Each group of windows is composed of a wide, 4/2 sash window flanked on either side by a narrow, 2/1 sash window. This composition echoes the window configuration of the Chicago Commercial style, which traditionally consisted of a central, broad, fixed window framed by 1/1 sash windows.

The **Berger Bedding Company at 500 West Florida Street** was designed by the architectural firm of (Herman W.) Buemming and (Gustave) Dick, and erected in 1907 (see photo 4). It rises six stories in height. The West Florida and South Fifth street façades are veneered with dark red brick, and trimmed with white stone. The first floor displays rusticated and smooth-faced brick pilasters. The entrance is found on the West Florida Street (south-facing) façade, in a reduced opening in the westernmost bay. Originally, another entrance appeared in the easternmost bay, but this has been bricked in. On both street façades, several courses of brick and a broad stone belt-course create a continuous stone sill for the second-story windows, and provide a base for the tall pilasters that articulate each façade and frame a group of windows at each floor. Three, 1/1, double-hung sash windows with continuous stone sills comprise each group; a brick panel separates the floors. The stone capitals recall the Prairie School, a style that Herman Buemming skillfully employed in his many fine residential designs. Most of the pilasters stop short of the sixth story, and the sixth story is different from the lower floors, conforming to the three-part composition of the Chicago Commercial style. At the sixth story, the openings are segmental-arched, and surmounted by brick dentil hood moldings. At the top of the building, a brick

⁵ Survey photo taken in 1985, 212 South 3rd Street Survey File, Historic Preservation Office, City of Milwaukee.

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Milwaukee, Milwaukee County, Wisconsin

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cornice elaborated with courses of brick dentil moldings appears. The West Florida Street façade also reflects the two different functions of the Berger Bedding Company: factory and warehouse. The western end of the building, two bays wide, projects slightly. This section housed the bedding factory. The eastern six bays of the building constituted the warehouse section. Interestingly, the pilaster separating the easternmost bays on the West Florida Street façade rises higher than its neighbors, and there is less decorative brickwork at the cornice. This detail is matched in the southernmost bays on the east-facing façade. The original plans for the Berger Bedding Company called for a taller parapet at this end of the building, creating the impression of a corner tower, and a wrought iron flagpole was to be centered above the capital.⁶ For whatever reason, this part of the building was not constructed as planned.

The third middle textile mill industrial loft in the Florida and Third Industrial Historic District is the **George Ziegler Company at 408 West Florida**, designed by architect Herman Paul Schnetzky (see photo 5). The original section, at the east end of the building, was constructed in 1908. The west addition, erected in 1920, matches the original section in appearance on the West Florida Street façade, but was built by Concrete Contractors and the Northwest Tile Company, and is believed to be one of Milwaukee's earliest concrete skeleton buildings. The concrete skeleton can be seen on the rear-facing façade. This seven-story block is finished with cream brick and trimmed with white stone. The three-part Chicago Commercial style composition is evident on the West Florida and South Fourth street facades, which feature a rusticated base and continuous, compound stone belt courses beneath the second- and seventh-story windows. Brick pilasters rise the full height of the building, framing two pairs of 1/1, double-hung sash windows with continuous stone sills at each floor. The parapet is enriched with brick dentils and a compound stone cornice. The George Ziegler Company possesses two entrances, regularly-spaced on the West Florida Street façade. Each consists of two pairs of doors set between rusticated pilasters that rise above the second-floor belt-course. A few ground floor openings were filled with glass block prior to 1985. Interestingly, both sections of the George Ziegler Company had gender-segregated staircases.⁷

The *late textile mill industrial loft*, built in the 1910s and 1920s, is large, varies in form, but is stripped of ornament, and clearly displays its construction and its function. Two are found in the Florida and Third Industrial Historic District. The **Courteen Seed Company at 222 West Pittsburgh Avenue** was designed by the (Louis) Barnett and (James) Record Construction Company of Minneapolis and built in 1913 (see photo 6). This eleven-story block is triangular in plan, to conform to its pie-shaped

⁶ Herman Buemming and Gustave Dick, *Building for William Berger & Co.*, 1907, on file, Architectural Archives, Milwaukee Public Library, Milwaukee, Wisconsin.

⁷ 408 West Florida Street Survey File, Historic Preservation Office, City of Milwaukee.

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site. The West Pittsburgh Avenue façade is finished with dark brick and accented with white stone. Brick pilasters articulate the façade, and frame brick panels that hold either 1/1 sash or an overhead loading dock door at the first story, and paired, two-pane awning windows with continuous stone sills above the ground floor. A simple brick cornice extending partway across the parapet is the only embellishment. Even the entrance is undecorated. It consists of a pair of plain metal doors recessed in a rectangular opening.

The other late textile mill industrial loft in the district is the **Teweles Seed Company at 222 South Third Street** (see photo 7). It was erected in two sections. The 12-story tower (north) was built in 1918, and the seven-story warehouse (south) was constructed in 1927. It was designed by the (John) Fraser Company, a Milwaukee mechanical engineering firm. Both sections are of reinforced concrete construction with brick walls. Concrete pilasters frame brick panels and groups of three, 1/1 windows. These are replacements, installed when the building was converted to apartment use in 2004.⁸ At the same time, a penthouse was constructed on the roof; this cannot be seen from the ground. The entrance to the Teweles Seed Company is centered at the base of the tower and is composed of a single door with no elaboration. The tower is embellished with panels of red and cream brick that spell out the company's name, "TEWELES."

There is one *daylight industrial loft*: the **Milwaukee Printing Company (Milprint Incorporated) at 400 South Fifth Street**. This complex occupies most of the block bounded by West Florida, South Fourth, South Fifth and West Virginia streets and was erected in four sections (see photo 8). Three sections face West Florida Street, while the fourth section is set behind (south) these and can be seen from South Fifth Street. The sections along West Florida Street are all two stories in height. The north-central section was erected for the Milwaukee Printing Company in 1911. It is of brick construction, with a regular fenestration pattern and a stepped parapet. The original entrance and most window openings were filled in prior to 1985. The northwest section was built in 1911, for William H. Shinners & Company.⁹ Also of brick construction, it is embellished with Mediterranean Revival details, such as the curvilinear parapet and the entrance surround, which features twisted Corinthian columns, a frieze with swags and a cartouche, and a heavy, classical cornice. The large, steel, industrial sash on the West Florida (front) and South Fifth street facades proclaim this a daylight industrial loft. Milprint Incorporated expanded into the Mediterranean Revival-influenced section c. 1922. In 1928, the south (rear) addition was erected. It is composed of two parts: a seven-story block, appended to the 1911 sections, and a two-story section to the south, set adjacent to West Virginia

⁸ 222 South Third Street Building Permit File, Building Department, City of Milwaukee, Milwaukee, Wisconsin.

⁹ The Shinners Building is now so fully incorporated into the larger Milprint Building that the entire construction is counted as a single building.

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Florida and Third Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

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Street. The south addition possesses a concrete frame, which holds brick panels and groups of steel industrial sash windows. The northeast section is of concrete block construction with a flat roof (not visible in Photo 9). It exhibits concrete panels with vertical patterning. Built in 1973, this addition has no openings on its West Florida or South Fourth Street facades.

The ninth contributing building does not conform to an industrial building type. The **Bouer Wholesale Paper Company at 305 South Third Street** is a two-story, astylistic utilitarian brick building (see photo 9). Built by Waukesha contractor J.H. Foster, it displays a flat roof with a triangular parapet. Pairs of eight-pane awning windows are set in segmental-arch openings at the first floor. Single awning windows light the second story. The South Third Street façade features a central entrance in a simple, classical, stone surround. The building is enriched with a brick belt course that wraps around the building and serves as a continuous sill for the second floor windows.

NON-CONTRIBUTING RESOURCES

There are three non-contributing resources in the Florida and Third Industrial Historic District. The **Gem Hammock & Fly Net Company at 234 West Florida Street** is a good example of an early textile mill industrial loft, similar in appearance to the Lindemann & Hoverson Company, and also designed by Otto Strack (see photo 10). This six-story building was constructed in three phases. The rear section was erected in 1893, facing South Third Street. The middle section followed in 1897. The addition of the front section in 1906 overlooking West Florida Street changed the orientation of the building, and created an ell-shaped footprint. A seventh floor was added to the middle section in 1907. Brick pilasters accented with rock-faced stone blocks articulate both the South Third and the West Florida street façades. Display windows originally lighted the ground floor, but the openings were reduced with glass block and masonry prior to 1979.¹⁰ The street facades display narrow courses of corbelled brick, which support the continuous stone sills above the ground floor. Segmental-arch openings hold paired and tripled, 4/4, double-hung sash windows on the street-facing façades. Both street facades possess a heavy, corbelled cornice capped with a stone coping. In 2007, the Gem Hammock & Fly Net Company is being renovated. The renovation has included partial demolition of the upper floors, and the introduction of numerous large openings on street-facing facades. These changes render this edifice non-contributing.

The other two non-contributing buildings were erected after the period of significance. The **Schwab Furnace Company at 332 West Florida Street** was erected in 1986. It is a two-story concrete block building with a flat roof and parapet, and small, aluminum sliding windows (see photo 11). Erected in

¹⁰ Survey photo taken in 1979, 234 West Florida Street Survey File, Historic Preservation Office, City of Milwaukee.

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1980, the **loading dock at 233 West Oregon Street** is a flat-roofed structure finished with corrugated metal and set on a concrete foundation (see photo 12). It exhibits two garage-type overhead doors. Both non-contributing resources are small-scale and isolated in the district, minimizing their impact.

ALTERATIONS

Many of the contributing buildings in the Florida and Third Industrial Historic District have "modernized" ground floor exteriors, altered since the 1960s, when most of these buildings transitioned into storage use. Typically, ground floor window openings have been reduced or covered. A few have replacement windows in original openings. Generally, the buildings are intact above the first floor. Interiors above the first floor typically retain a high degree of integrity. The alterations are minimal, and typical of buildings that are more than 100 years old, and do not compromise the excellent integrity of the district. In addition, the district has lost only one industrial building from the historic period, only one historic building has been altered, and there are only two buildings that could be considered a modern intrusion: the loading dock built on the ruins of the industrial building that stood at 233 West Oregon Street, and the Schwab Furnace Company at 332 West Florida Street.

CONTRIBUTING RESOURCES

<u>Site Name</u>	<u>Address</u>	<u>Dates built/altered</u>
Heinn Looseleaf Ledger Company	326 W. Florida St.	1894/1898
George Ziegler Company	408 W. Florida St.	1908/1920
Berger Bedding Company	500 W. Florida St	1907
Courteen Seed Company	222 W. Pittsburgh Ave.	1913
Molitor Paper Box Company	212 S. Third St.	1904
Teweles Seed Company	222 S. Third St.	1918/1927
Bouer Wholesale Paper Company	305 S. Third St.	1905
Lindemann & Hoverson Company	331 S. Third St.	1891
Milwaukee Printing Company/ Milprint, Incorporated	400 S. Fifth St.	1911/1928/1973

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NON-CONTRIBUTING RESOURCES

<u>Site Name</u>	<u>Address</u>	<u>Dates built/altered</u>
Gem Hammock & Fly Net Company	234 W. Florida St.	1893/1897/1906
Schwab Furnace Company	332 W. Florida St.	1986
Loading dock	233 W. Oregon St.	1980

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Florida and Third Industrial Historic District
Milwaukee, Milwaukee County, Wisconsin

SUMMARY

The Florida and Third Industrial Historic District is locally significant under *Criteria A* and *C*. Under *Criterion A*, the district is significant at the local level in industry because its resources span the development of Milwaukee's industry from 1891 to 1958. The period of significance in industry coincides with these dates that begin with the construction of the first building in the district and end with the 50 year historic period. Under *Criterion C*, the district represents an intact and visually distinct grouping of late nineteenth and early twentieth century industrial buildings, united by physical development and architectural form. Contributing buildings in the district illustrate the evolution in industrial building design that took place between 1890 and 1930. The district showcases a variety of industrial loft forms, with designs by a number of local and regional architects, engineers and contractors. The district is also significant for the concentration of fine industrial lofts. The period of significance in architecture extends from 1891 to 1928, to encompass the dates of construction of all the contributing resources and their contributing additions. The district retains a high degree of integrity: 75 percent of all the buildings are contributing.

HISTORICAL CONTEXT: BRIEF HISTORY OF THE CITY OF MILWAUKEE

The Florida and Third Industrial Historic District is situated in Walker's Point, an area of the city of Milwaukee that was originally a separate community. European-American settlement of what would become Milwaukee began with a French-Canadian trading post, established in the late eighteenth century on a site northeast of the district, where the Milwaukee and Menomonee rivers join and flow into Lake Michigan. The rivers divided the area into three sections: east, west, and south. Solomon Juneau was the last to operate the trading post. Land forcibly ceded by Potawatomi, Ojibwe and Ottawa Indian nations in 1833, following the Blackhawk War of 1832, encouraged European-American settlement of the area.¹¹ By 1835, the area that would become Milwaukee had been surveyed, and largely claimed by three men: Solomon Juneau, who claimed the eastern edge, between the lake and the Milwaukee River; Byron Kilbourn, a surveyor and engineer from Ohio, who staked out the area west of the Milwaukee River; and George H. Walker, who chose the narrow peninsula south of the Menomonee River, and west of the Milwaukee River. Kilbourn and Juneau platted their holdings in 1835, while Walker platted his as "Walker's Point" in 1836. All three selected grid plans, laid without regard for the area's topography, which was predominantly low-lying wetlands. In 1837, Milwaukee incorporated as a village, encompassing all three plats, with a population of several

¹¹ Robert C. Nesbit, *Wisconsin: A History*, (Madison, Wisconsin: The University of Wisconsin Press, 1973), p. 98.

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hundred. The name is said to come from the Potawatomi, "Mah-na-wauk." Interpretations vary from "council grounds" to "beautiful land" or "good land."¹²

In 1840, Milwaukee counted 1,692 residents. Yankees from New York and New England dominated, but a few Wisconsin Indians and French-Canadians remained, and European immigrants had begun to arrive. During the 1840s, local promoters, especially Kilbourn and Juneau, financed improvements to their town sites, grading hills and bluffs and filling the marshes along the riverbanks. A harbor was also created where the rivers empty into Lake Michigan, to provide access to water transportation, which would stimulate Milwaukee's early commercial and industrial development.¹³

When Milwaukee was chartered as a city in 1846, Solomon Juneau was elected the city's first mayor. Walker's Point, with its 1,366 residents, became the city's Fifth Ward. Milwaukee boomed as settlers followed the Erie Canal, traveled the Great Lakes to Milwaukee, and streamed into the rich farmlands of southern Wisconsin. Wheat was the principal crop of pioneer farmers. Milwaukee's population reached 16,528 in 1848, as it became a principal wheat processing market and shipping point. Milwaukee would continue to play an important role in the wheat trade until 1880.¹⁴

Railroad construction began in the early 1850s, expanding the city's transportation network. Rail corridors ran north along the Milwaukee River, south along the harbor, and west along the Menomonee River. Agriculture diversified in Wisconsin during the 1850s, and Milwaukee became a regional center for processing these products. Flour milling, meat packing, tanning, brewing, and boot and shoe making for export began during this period, and would increase through the 1870s. The expanding industrial sector boosted Milwaukee's growth, and by 1860, the city had a population of 45,246.¹⁵

During the 1860s, the rail network continued to grow. By 1870, ten railroad lines would serve the city, and the city's population would rise to 71,440.¹⁶ The commercial district grew in the eastern section of the city. The industrial sector expanded with new enterprises fabricating ready-made clothing, especially menswear, knit gloves and hosiery; leather goods; cigars and cigar boxes; metal goods such

¹² Bayrd Still, *Milwaukee: History of a City*, (Madison, Wisconsin: State Historical Society of Wisconsin, 1948), pp. 13-15, 25-26, and 36-37; and Landscape Research, *Built in Milwaukee: An Architectural View of the City*, (Madison, Wisconsin: The University of Wisconsin Press, 1986), pp. 3-4.

¹³ Landscape Research, pp. 5-8.

¹⁴ *Ibid.*, pp. 7-9, and 174-75; and Still, pp. 44-51, 107, 169-178, 201, and 327.

¹⁵ Landscape Research, pp. 1-2, and 7-9.

¹⁶ *Ibid.*, pp. 8-9.

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as brewery machines, stoves, heaters, architectural ironwork, and agricultural machinery; and printed materials and lithographs. Several major breweries were established during this period as well, stimulated by the demand for beer in Chicago that followed the destruction of that city's breweries in the fire of 1871. Among those that would eventually command a national market were Pabst, Blatz, Schlitz, and Miller.¹⁷ In 1880, the city's population stood at 115,587.¹⁸

Several new industries arose in the late nineteenth century, some of which would become nationally prominent: candy making; drugs and chemicals such as patent medicines, soaps and cosmetics; furniture for the local market; and box and trunk manufacturing.¹⁹ Milwaukee's large and diverse industrial sector propelled the city's growth from the late nineteenth into the mid-twentieth century. The city numbered 204,468 inhabitants in 1890. This figure would rise to 373,857 in 1910. Continued expansion brought the population to 578,249 in 1930; 637,392 in 1950; and 717,372 in 1970.²⁰ Since the 1970s, the decline of many industries, and the relocation of others to the outskirts of the city or to other communities in the mid-twentieth century has led to a substantial decrease in the number of persons residing in the Milwaukee. In 2000, Milwaukee counted 596,974 inhabitants.

HISTORICAL SIGNIFICANCE: INDUSTRY

The Florida and Third Industrial Historic District is locally significant under *Criterion A*, because its resources span the development of Milwaukee's industrial sector from 1891 to 1958. However, the area was at first predominantly residential and commercial. Industry expanded southwest of the Menomonee River from the city's Third Ward to its Fifth Ward at the north end of Walker's Point, following rail lines, in the very late nineteenth and early twentieth century as the city of Milwaukee grew and its industrial sector diversified.

Prior to 1850, manufacturing in Milwaukee concentrated on products for the local market, especially construction materials such as lumber and brick, and household items such as brooms and pottery. Shipbuilding was also important. Factories clustered along the banks of the Milwaukee River, and the

¹⁷ Les Vollmert, Carlen Hatala and Robin Wenger, "Final Report: Central Business District Historic Resources Survey," prepared for the City of Milwaukee, March 1986, pp. 13, 19-25, and 33-39.

¹⁸ Landscape Research, p. 9.

¹⁹ Vollmert, Hatala and Wenger, pp. 39-40, 45, and 48-51.

²⁰ Nesbit, p. 549.

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southeast end of the Menomonee River near Lake Michigan (north and east of the Florida and Third Industrial Historic District) in close proximity to water transportation.²¹

In the 1850s, Milwaukee became a regional center for flour milling, meat-packing, tanning, brewing, and boot and shoe making, much of it exported to the eastern United States. With the exception of flour-milling, all these industries would remain vibrant into the early twentieth century. The construction of the railroads through the Menomonee River valley in the 1850s encouraged industry to expand westward along the rail lines (northwest of the Florida and Third Industrial Historic District). By 1860, Milwaukee boasted 558 factories. Much of what would become the Florida and Third Industrial Historic District remained undeveloped, although a few residences had been built in the area. Most of the development in the Fifth Ward/Walker's Point was concentrated south of Florida Street. The ethnic composition of the Fifth Ward was more diverse than other areas of the city, including a mix of Germans, Yankees, Irish, and Scandinavians.²²

During the 1860s and 1870s, ship canals were constructed in the Menomonee Valley and the Menomonee River was straightened so that it ran easterly, paralleling the rail corridor. The rail line that runs just north of Florida Street was constructed in 1868. Dredging and filling of the marshy valley floor also took place. Manufacturing by-passed Walker's Point and intensified in the Menomonee Valley, transforming it into an industrial center. Industries that gained importance during this time period included: ready-made clothing, especially menswear, knit gloves and hosiery (which would increase in importance until the early twentieth century); tobacco, especially cigar manufacturing (until the 1930s); foundries and machine shops (until the 1950s); manufacturers of metal goods such as brewery machines, stoves, heaters, architectural ironwork, and agricultural machinery (until the 1950s); and printing and lithography (until the 1920s). Several major breweries developed during this period, including Pabst, Blatz, Schlitz, and Miller (all active into the 1950s).²³

Although flour milling and shipbuilding ended after 1880, many new industries arose, some of which would develop national markets: candy-making (until the 1940s); drugs and chemicals such as patent medicines, soaps, and cosmetics (until the 1930s); furniture making for the local market (until the 1920s); and box and trunk manufacturing (until the 1930s).²⁴ Mattress and bedding manufacturing

²¹ Vollmert, Hatala and Wenger, pp. 1-4; and Increase Lapham, *Map of the City of Milwaukee, 1855*, (New York: George Harrison, 1855).

²² Lapham; and Landscape Research, pp. 1-2, 7, 9, and 12.

²³ *Ibid.*, p. 191; and Vollmert, Hatala and Wenger, pp. 13, 19-25, and 32-39.

²⁴ Vollmert, Hatala and Wenger, pp. 39-40, 45, and 49-51.

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formed a “small but important” component of Milwaukee’s industrial sector into the 1920s.²⁵ It was during this time period that the Florida and Third Industrial Historic District began to transition from residential to industrial, and that the contributing buildings in the district were erected.

The first of the contributing buildings to be erected in the Florida and Third Industrial Historic District was the building at 331 South Third Street, built on an empty lot as a rental for the Pabst Brewing Company in 1891. During the 1890s, the Pabst Brewing Company was Milwaukee’s leading property owner. Although Pabst invested primarily in the construction of properties that provided an outlet for their products, such as saloons and hotels, the company also invested in other types of properties, such as factories, for lease. The Lindemann & Hoverson Company is believed to be the first tenant of 331 South Third Street. Established by Albert J. Lindemann and Hans C. Hoverson in 1892, this company made gas stoves and ranges, heaters and furnaces. The firm employed 200, and continued to lease the building until 1909.²⁶ Lindemann and Hoverson was succeeded by the Milwaukee Tanning and Clothing Company, owned by William Knoerschild, in residence from 1909 until 1922.²⁷ Thereafter, 331 South Third Street served as a warehouse for a series of firms. The longest tenancy was by Louis Bass, a junk dealer, from 1947 until 1982.²⁸

The second building erected in the Florida and Third Industrial Historic District was the original section of the block at 234 West Florida Street, built on an empty lot across South Third Street from the Lindemann & Hoverson Company in 1893, for the Gem Hammock and Fly Net Company. It was founded by William Kootz and Charles Knoerschild (brother of William) to produce cotton and leather hammocks and “fly nets,” which protected horses from stinging insects. Neighboring townhouses were demolished to allow for the expansion of the building for the partners and their other businesses, which included tanning, leather goods, mops and polish manufacturing, in 1897 and 1906. Gem remained in business and at 234 West Florida Street until 1953.²⁹ The next tenant was the Frabill Manufacturing Company, makers of fishing tackle, and later basketballs, from 1953 until 1972.³⁰ The Gem Hammock & Fly Net Company is a non-contributing element in the district, due to its recent renovation.

²⁵ Vollmert, Hatala and Wenger, p. 48.

²⁶ Vollmert, Hatala and Wenger, p. 37; and *Wright’s Milwaukee City Directory*, (Milwaukee, Wisconsin: Wright Directory Company, 1892; 1897; 1900; 1904; 1908; and 1909).

²⁷ *Wright’s Milwaukee City Directory*, (1909; 1914; 1921; and 1922).

²⁸ *Wright’s Milwaukee City Directory*, (1947; 1957; 1967; 1977; 1981; and 1982).

²⁹ Vollmert, Hatala and Wenger, p. 24; and *Wright’s Milwaukee City Directory*, (1897; 1907; 1921; 1952; and 1953).

³⁰ *Wright’s Milwaukee City Directory*, (1953; 1963; 1972, and 1973).

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The Pabst Brewing Company had another rental industrial loft erected on an empty parcel at 326 West Florida Street, around the corner from 331 South Third Street, in 1894; the building was expanded in 1898. Although the earliest tenant has not been identified, the building's closest historical association is with the Heinn Looseleaf Ledger Company, housed here from 1907 until 1969. The firm was established by Adolph J. Heinn in 1898, and previously located on Erie Street in the Third Ward.³¹

After the turn of the century, the pace of construction of industrial buildings in the Florida and Third Industrial Historic District increased. The Molitor Paper Box Company at 212 South Third Street (also known as 223 West Pittsburgh Avenue) replaced several small frame commercial buildings on its site in 1904. It was built by the (Charles) Horst Engineering and Construction Company. The Molitor Paper Box Company was founded in 1874 by John Peter Molitor, an immigrant from near Koblenz, Germany, and his sons Anton and Hubert. The firm produced paper boxes, candy boxes, display stands and mailing tubes. By 1896, all three Molitor men had passed away, and John Peter's daughter, Mary Molitor took over the business. Miss Molitor was assisted by J.P. Hummel, a partner in the (J.P.) Hummel & (Albert C.) Downing Company, which also fabricated paper boxes. Their partnership was very successful. In 1904, the building at 212 South Third Street was erected, and both companies worked out of the new plant. Mary Molitor died in 1920, and management of the Molitor Paper Box Company passed to her nephew, George Molitor Hormuth. By 1930, the company was manufacturing over 40,000 boxes a day. An associated realty firm, Hummel and Molitor, operated in this building until relocating to the Berger Bedding Company at 500 West Florida Street in 1928. At least some of the Molitor Paper Box Company's operations moved to the Berger Bedding Company at the same time. The Murphy Specialty Company, machinery manufacturers, occupied 212 South Third Street from c. 1930 until 1938, when the building went into warehouse use.³²

The building at 305 South Third Street was designed by contractor J. H. Foster and built for the Bouer Wholesale Paper Company in 1905. Founded by Edward A. Bouer in 1896, the firm distributed finished paper products. It remained in business at this location until 1957.³³

³¹ *Wright's Milwaukee City Directory*, (1897; 1898; 1906; 1907; 1957; 1969; and 1970) .

³² Vollmert, Hatala and Wenger, p. 49; *Map of Milwaukee*, (Pelham, New York: Sanborn Publishing Company, 1894, pasted over through 1909); Gregory, John G., *History of Milwaukee*, (Milwaukee: S.J. Clarke Publishing Co., 1931), IV:338-340; and *Wright's Milwaukee City Directory*, (1925; 1927; 1929; 1932; 1938; 1950; and 1964).

³³ *Wright's Milwaukee City Directory*, (1904; 1907; 1921; 1951; 1957; and 1963).

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In 1907, the building at 500 West Florida Street was erected for the Berger Bedding Company, designed by the Milwaukee architectural firm of (Herman W.) Buemming and (Gustave) Dick. The Berger Bedding Company was established by Herman Berger in 1883, and reorganized in 1884 as Herman Berger & Son with the addition of Herman's son, William. Following Herman Berger's death, William became sole owner of the enterprise, which he re-christened the Berger Bedding Company. The business prospered and, in 1889, relocated to its own building, on Market Street in the Third Ward. Sales continued to increase, and in 1900, Berger moved the firm to larger quarters on Market Street. In 1901, he added a furniture-making department. Berger was elected to the board of directors of the National Bank of Commerce the same year. In 1907, he renamed the business William Berger & Company, and had the Berger Block erected on Florida Street. Berger leased space to the Milwaukee Paper Box Company, and a suitcase and bag factory. Berger's business continued to thrive, and was soon the largest mattress and bedding fabricator in Milwaukee. In 1910s, he established a rug factory and a retail furniture division in the Berger building. William Berger remained the sole owner and director of the business until his death in 1922. After William Berger's death, the company continued under the direction of his son, Walter J. Berger. The younger Berger moved the enterprise back to Market Street in 1927, relocating twice more before going out of business in 1942. The Molitor Paper Box Company moved into the Berger building in 1928, occupying it until 1956, sharing space with the Molitor & Hummel Realty Company, and a series of shoe manufacturers.³⁴

In 1908, the original section of the building at 408 West Florida Street, designed by Milwaukee architect H. P. Schnetzky, was erected for the George Ziegler Company. Ziegler (1830-1904)

³⁴ *History of Milwaukee, City and County*, (Milwaukee: S.J. Clarke Publishing Co., 1922), II: 666-667; "New Warehouse and Office of the Firm of William Berger & Company," *The Bulletin of the Merchants & Manufacturers Association of Milwaukee*, July 1907, 9:33; *Map of Milwaukee*, (Pelham, New York: Sanborn Publishing Company, 1910); Vollmert, Hatala and Wenger, p. 48; and *Wright's Milwaukee City Directory*, (1925; 1927; 1929; 1932; 1956; 1957; 1963).

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immigrated from Bavaria in 1845. After working in the shoe-making industry, he established a candy-making firm with his brothers-in-law, called Boll Brothers and Company, in 1861. Ziegler became sole proprietor of the business around 1873. By 1880, he had 68 employees, making sweets such as gum drops, mints, and rock candy. The firm moved to North Water Street in 1882, erecting its own building (also designed by Schnetzky) on that site in 1890. By 1887, Ziegler's sons had joined the company, and the business, renamed the George Ziegler Company, was producing more than six tons of candy every day. It is said to have been the first company in Wisconsin to make marshmallows, and may have been the first to put peanuts in chocolate bars. At the turn of the century, the George Ziegler Company shipped its products nationwide and was one of the largest confectioners in the United States. In 1908, the company moved into its new quarters on West Florida Street, and continued expansion led to the addition appended to the west end of the original section in 1920. In the 1920s, the firm employed 500 and produced nearly 27 tons of candy daily. The George Ziegler Company continued to produce candy at 408 West Florida Street until going out of business in 1975.³⁵

Milprint Incorporated began as the Milwaukee Printing Company, organized by William and Max Heller in 1900. In 1911, the north-central section of the plant at 400 South Fifth Street was built for the business, which included a press room as well as facilities for printing and box manufacturing. The company expanded into the neighboring Mediterranean Revival-influenced building around 1922, and had the large rear addition erected in 1928. The firm was re-named Milprint Incorporated at about the same time. During the 1930s, the business diversified with the addition of lithographics and rotogravure (a type of printing in which images and print are engraved on the print plate), and also began making waxed and foil paper products. Milprint Incorporated continued in the plant until moving in 1952. The plant at 400 South Fifth Street was vacant for several years before going into warehouse use.³⁶

In 1913, the building at 222 West Pittsburgh Avenue was erected for the Courteen Seed Company. It was built by (Louis) Barnett and (James) Record Construction Company, a contracting firm in Minneapolis best known for erecting grain elevators and warehouses. Sidney Courteen was a dealer in seeds who relocated to Milwaukee from Chicago in 1892. In 1902, he had a frame building erected for his business on this site. The Courteen Seed Company, incorporated in 1913, grew to be one of the

³⁵ Vollmert, Hatala and Wenger, pp. 28-29; *Map of Milwaukee*, (Pelham, New York: Sanborn Publishing Company, 1910); *Wright's Milwaukee City Directory*, (1921; 1931; 1950; 1969; 1975; and 1976); and *History of Milwaukee, City and County*, II: 48-55.

³⁶ 400 South Fifth Street Survey File, Historic Preservation Office, City of Milwaukee; and *Wright's Milwaukee City Directory*, (1898; 1900; 1912; 1927; 1929; 1951; 1952; 1957; and 1964).

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leading field and grass seed traders in the Midwest, with an international market. The firm maintained its office, warehouse and processing center in this building until 1962, when it went out of business.

The current owner acquired the building in 1965, leasing it as warehouse space to a series of companies.³⁷

The last contributing resource erected in the Florida and Third Industrial Historic District was the Teweles Seed Company, constructed at 222 South Third Street in 1918 by the (John) Fraser Engineering Company of Milwaukee. Ludwig Teweles was a Bavarian immigrant who initially settled in Milwaukee in 1858, but then opened general stores in Kellnersville and Sheboygan. By 1865, Teweles had developed a prosperous seed trade, so he established the Teweles Seed Company in Milwaukee that year. The firm moved once before erecting the original section of 222 West Pittsburgh Avenue in 1913 at a cost of \$250,000. The warehouse section was added in 1927. The Teweles Seed Company was the first local seed firm to trademark its seed brands. The company developed an international market for its forage seeds in the early twentieth century, and continued in this building until 1972. The building was used as a warehouse after that until its conversion into apartments in 2004.³⁸

Most of the buildings in the Florida and Third Industrial Historic District housed industrial enterprises into the 1960s. The first contributing building in the district to be converted into warehouse use was the Lindemann & Hoverson Company, in 1927. The Molitor Paper Box Company followed in 1938. The early 1960s saw the Berger Bedding Factory (1963), Milprint Incorporated (1964), and the Courteen Seed Company (1965) transition to predominantly warehouse use. The other contributing buildings became warehouses in the 1970s, beginning with the Heinn Looseleaf Ledger Company in 1970. It was followed by the Teweles Seed Company (1973), the George Ziegler Company (1975), and finally, the Bouer Wholesale Paper Company (1979). During the 1980s and 1990s, most of the buildings continued to be used for storage, and several passed through periods of vacancy. The non-contributing buildings at 332 West Florida Street (1986) and 223 West Oregon Street (1980) were also erected during this time. Since 2000, the area has attracted the interest of developers. In 2004, the Teweles Seed Company was converted into 115 apartments. A similar project is scheduled for the

³⁷ 222 West Pittsburgh Avenue Survey File, Historic Preservation Office, Milwaukee, Wisconsin; *Wright's Milwaukee City Directory*, (1921; 1957; and 1963); and "After 40 Years, Thatcher Plans \$20 Million Project," *Business Journal of Milwaukee*, 24 February 2006.

³⁸ 222 South Third Street Survey File, Historic Preservation Office, Milwaukee, Wisconsin; *Wright's Milwaukee City Directory*, (1921; 1938; 1957; 1969; 1975; and 1986).

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Courteen Seed Company in 2007. Planning is underway for the redevelopment of the Berger Bedding Company and the Molitor Paper Box Company. In addition, the multiple railroad tracks in the adjacent rail yard have recently been removed, which will allow new development along the south bank of the South Menomonee Canal. The listing of the Florida and Third Industrial Historic District on the National Register of Historic Places will hopefully encourage the renaissance of the area in a way that maintains the historic character of district.

ARCHITECTURAL SIGNIFICANCE

The Florida and Third Industrial Historic District is architecturally significant at the local level as an intact grouping of late nineteenth and early twentieth century industrial buildings united by physical development and architectural form. The size, configuration, and use of these buildings create a cohesive and visually distinct area. Contributing buildings in the Florida and Third Industrial Historic District trace the evolution of industrial loft design from the 1890s to 1930, and include both textile mill and daylight industrial lofts. The Florida and Third Industrial Historic District showcases a fine collection of industrial lofts.

Architectural historian Betsey Hunter Bradley described the "industrial loft" as a long, narrow, multistory industrial building designed to optimize natural light and ventilation. The form had its origins in the textile mills of the late eighteenth and early nineteenth centuries. Technical improvements in weaving and spinning developed in England in the 1760s required the use of a mechanical system of pulleys and belts, rotating shafts and gears, linked together and driven by steam or water power. Economic efficiency dictated the layout of the mechanized textile mill, creating a long, narrow, multistory building with open floors and high ceilings to accommodate the machinery and provide sufficient light and ventilation. On each floor, a single, rotating wooden shaft operated the textile machinery. Belts, pulleys and shafts running through the floors connected the horizontal shafts to the source of power. The first mechanized textile mill in the United States was erected in Pawtucket, Rhode Island in 1790. Conditions in New England proved ideal for mechanized textile manufacturing. A network of rivers provided ample water power, capital was abundant, labor sufficient and the damp climate strengthened cotton fiber. The textile industry flourished, especially in Massachusetts, into the late nineteenth century. The building form that had developed for textile mills in Britain was widely used in New England. As other industries in the United States mechanized, many adopted the long, narrow, multistory building form of the textile mill and continued to use it into

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1930s.³⁹

Prior to 1920, the textile mill industrial loft had brick walls with heavy timber framing. In the late 1910s, steel-reinforced concrete construction began to be utilized in this building type. The textile mill industrial loft was constructed between 1885 and 1930. Plans for textile mill industrial loft buildings appeared in various publications, such as the 1885 edition of Frank Kidder's construction manual, *Architects and Builders Pocketbook*. The pilaster-and-panel brick exterior, and the heavy wood framing and flooring known as mill construction, were standard for textile mill industrial lofts because they minimized the effects of machinery vibration, resisted the spread of fire, and provided a high level of natural lighting and ventilating at a relatively low cost. Timber framing had high tensile strength (resisting breaking and bending well), elasticity, was easy to work, and allowed more flexibility in plant layout than masonry walls. Fire-resistive elements in the textile mill industrial loft included: the brick and heavy timber construction; the elimination of ceiling finishes, attics and combustible interior furnishings such as shelving; the isolation of staircases and offices in towers apart from the factory floor; plank doors clad with sheet-metal; steel-framed, wire-glass windows, which were shatter-proof; and sprinklers with a water tank on the roof. The flat roof, a standard feature of mill construction, added to the stability of the structure, increased its fire resistance and provided outdoor space that could be used for noxious processes or for employee recreation. Ceiling height ranged from 12 to 14 feet, increasing with the width of the building.⁴⁰

The exterior appearance of the textile mill industrial loft, generally termed "astylistic utilitarian," was the result of the engineer's concept of beauty, which was based on function and utility rather than the formality or picturesqueness that architects of the day found beautiful. Industrial buildings were detailed to imply strength, stability and efficient manufacturing organization. This was achieved through simple, functional designs that showcased the quality of the materials used and expressed the construction on the exterior. On textile mill industrial lofts, the pilaster-and-panel brick walls were articulated both vertically and horizontally, with pilasters, spandrels and belt courses. Pilasters were often truncated at floor or window level on the top story, truthfully showing that, above that point, brick piers no longer supported the structure. Engineers emphasized the structure by placing ornament at load-bearing locations, such as window lintels, and pilaster capitals and bases. In contrast, architects recommended enriching industrial buildings around prominent features, such as entrances and towers. In the 1910s and 1920s, European modernist architects were inspired by American industrial designs, expressing the construction of other types of buildings, even as American industrial designs eschewed

³⁹ Breisch, Hambourg and Perrin, pp. 24-26.

⁴⁰ Ibid., pp. 27, 30-33, 113, 125-35.

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ornamentation.⁴¹

Seven excellent examples of the *textile mill industrial loft* are found in the Florida and Third Industrial Historic District. These are the Lindemann & Hoverson Company at 331 South Third Street (1891); the Heinn Looseleaf Ledger Company at 326 West Florida Street (1894/1898); the Molitor Paper Box Company at 212 South Third Street (1904); the Berger Bedding Company at 500 West Florida Street (1907); the George Ziegler Company at 408 West Florida Street (1908/1920); the Courteen Seed Company at 222 West Pittsburgh Avenue (1913); and the Teweles Seed Company at 222 South Third Street (1918/1927). All are of fire-resistive, masonry pilaster-and-panel mill construction (brick with timber or steel-reinforced concrete construction, a flat roof, and heavy wood flooring). Each displays an astylistic utilitarian exterior, pilasters expressing the interior framing, and stone lintels of contrasting color, reflecting the engineer's functional aesthetic. In addition, most of the buildings are also enriched according to the architect's ideal of beauty, with decorative elements, especially cornice treatments, reflective of popular commercial styles of the day, and/or embellished entrances or towers. All but the Teweles Seed Company exhibit corbelled or dentilled cornices; those of the Lindemann & Hoverson Company, the Heinn Looseleaf Ledger Company, the Berger Bedding Company, and the George Ziegler Company are especially prominent. It is probably no coincidence that these five were designed by architects. In addition, the Heinn Looseleaf Ledger Company, the Berger Bedding Company, and the George Ziegler Company display other architectural flourishes. The corner entrance tower of the Heinn block is detailed in Romanesque Revival mode, with a broad Richardsonian entrance portal, and corner turret with faux loophole. The Berger Bedding Company features an implied corner entrance tower, identifiable by the change in the height of its pilasters and the depth of its cornices. The Neo-Classical influenced George Ziegler Company are also implied, by the broken third floor belt course and the continuation of the rustication on the pilasters in these bays. The Molitor Paper Box Company, the Courteen Seed Company, and the Teweles Seed Company, all designed by engineers or contractors, a more restrained, stripped-down appearance.

The seven textile mill industrial lofts incorporated fire resistive elements on the interior, including no attic; exposed finishes; sprinklers; office, elevators and staircases separated from factory and warehouse space with masonry and/or non-combustible materials such as gypsum board; and tin-clad doors. The integrity of the textile mill industrial lofts in the district ranges from good to excellent.

When paired with grouped or continuous, steel industrial sash windows, the industrial loft is said to have "daylight" construction, because of the increased amount of wall space devoted to windows.

⁴¹ Ibid., pp. 202-32.

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Daylight construction became widely used for other kinds of industrial buildings, especially the sprawling, one-story "production shed," in the first decades of the twentieth century. The multistory industrial loft was more expensive to erect than the one-story production shed and daylight construction was more expensive than brick-and-timber. Therefore, factory owners, always striving for economic efficiency, generally did not adopt daylight construction for loft buildings until the 1920s, when the cost of steel dropped and long, straight lengths of timber grew scarce due to the harvesting of old-growth forests. Daylight industrial lofts were built until around 1940.⁴²

Milprint Incorporated is a good example of a *daylight industrial loft*, and is the only representative of that building type in the Florida and Third Industrial Historic District. It features the pilaster-and-panel, brick and reinforced concrete construction, a flat roof, and heavy wood flooring of an industrial loft, and the grouped industrial sash windows characteristic of daylight construction. The 1911 sections display decorative parapets, and one entrance is enriched with a Mediterranean Revival surround, but the composition predominantly reflects the functional, stream-lined appearance of the engineer's aesthetic. Milprint Incorporated retains very good integrity.

CONCLUSION

The Florida and Third Industrial Historic District retains one of the few surviving concentrations of industrial lofts from the late nineteenth and early twentieth centuries in Milwaukee. The decline of many industries, and the relocation of others in the mid-twentieth century left many factory buildings vacant in Milwaukee's central business district and the industrial areas of the Third Ward, the Fifth Ward, and Menomonee Valley. Freeway construction, urban renewal, civic improvements and institutional expansion during the 1960s and 1970s destroyed many of Milwaukee's industrial buildings.⁴³ Since the 1980s, a number of factory buildings have been rehabilitated for office, commercial and residential use, especially in the Historic Third Ward (NRHP), on the north side of the Menomonee River. In contrast, the remaining industrial buildings in the Menomonee Valley lack the character of those in the Florida and Third Industrial Historic District, or in the Historic Third Ward.

PRESERVATION ACTIVITY

The city of Milwaukee has had a historic preservation ordinance, commission, and staff for some 30 years. In the 1980s, an intensive survey of the city's historic resources was carried out. All of the contributing resources in the Florida and Third Industrial Historic District were surveyed at that time.

⁴² Bradley, pp. 104-07, 146 and 156.

⁴³ Vollmert, Hatala and Wenger, p. 3.

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Preservation activity in the Florida and Third Industrial Historic District has been limited primarily to individual efforts on the part of property owners, some of whom have shown an appreciation of the historic character of their buildings in the rehabilitation of their properties. In 2007, the owners of two of the contributing resources in the district applied for federal Investment Tax Credit tax credit program, prompting the nomination of this district to the National Register of Historic Places.

ARCHAEOLOGICAL POTENTIAL

No archaeological remains have been discovered to date in the Florida and Third Industrial Historic District. Some prehistoric and late historic remains may be present, as Wisconsin Indian nations and, later, European-Americans have inhabited the area for hundreds of years. Any remains of pre-European cultures are likely to have been disturbed, if not destroyed, by the building activity associated with the development of Walker's Point and the city of Milwaukee. The presence of historic archaeological remains is possible, and might be worth exploring.

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VERBAL BOUNDARY DESCRIPTION

The Florida and Third Industrial Historic District encompasses William Berger & Co. Bedding Factory and Furniture Warehouse is, on a site more particularly described as: that part of Lots 7 through 12, Block 4, lying east of the railroad right-of-way; Lots 7 through 12, Block 11; Lots 5 and 6, Block 13, and vacated alley and street adjacent; Lots 4, 5, 6, 7, 8, and S 12.5 feet of Lot 9, Block 14, and vacated street and alley adjacent; all of Block 15 and vacated street and alley adjacent; Lots 7, 8, 9, 10, 11 and 12, Block 16 and vacated street and alley adjacent; all of Block 21 and vacated alley adjacent; all in Walker's Point, located in the city of Milwaukee, Milwaukee County, Wisconsin. The site encompasses approximately 7.0 acres.

VERBAL BOUNDARY JUSTIFICATION

The historic boundaries of the Florida and Third Industrial Historic District coincide with the legal boundaries on which the resources in the district sit, and include parts of the 200-, 300-, 400-, and 500-blocks of West Florida Street, parts of the 200- and 300- blocks of South Third Street, and parts of the 200-block of West Pittsburgh Avenue and West Oregon Street. The boundaries were drawn to exclude areas that are not in industrial use, are of a different character or time period, or have lost integrity.

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Florida and Third Industrial Historic District
City of Milwaukee, Milwaukee County, Wisconsin

Photo by Elizabeth L. Miller, July 2007

Negatives on file, Wisconsin Historical Society

Photo 1 of 12

View of the Lindemann & Hoverson Company, 331 South Third Street, looking northwest.

The information for the following photos is the same as above, except as noted:

Photo 2 of 12

View of the Pabst/Heinn Company, 326 West Florida Street, looking northwest.

Photo 3 of 12

View of the Molitor Paper Box Company, 212 South Third Street, looking southeast.

Photo 4 of 12

View of the Berger Bedding Company, 500 West Florida Street, looking northeast.

Photo 5 of 12

View of the George Ziegler Company, 408 West Florida Street, looking northwest.

Photo 6 of 12

View of the Courteen Seed Company, 222 West Pittsburgh Avenue, looking northeast.

Photo 7 of 12

View of the Teweles Seed Company, 222 South Third Street, looking east.

Photo 8 of 12

View of Milprint, Incorporated, 400 South Fifth Street, looking southeast.

Photo 9 of 12

View of the E. A. Bouer Company, 305 South Third Street, looking northwest.

Photo 10 of 12

View of the Gem Hammock & Fly Net Company, 234 West Florida Street, looking northeast.

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Photo 11 of 12

View of the Schwab Furnace Company, 332 West Florida Street, looking northeast.

Photo 12 of 12

View of the Everitt Knitting Company loading dock, 223 West Oregon Street, looking southeast.

**KEY: Florida & Third Industrial Historic District
Milwaukee, Milwaukee County, WI**

-  Contributing
-  Non-contributing
-  Boundary
- Scale: 1" = 200'

