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AUG 21

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 6

Page 1

Representation in Existing Surveys (continued)

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

North Third Street/Brewers' Hill Area Intensive Survey
1982-83 (City/State)
Department of City Development
Milwaukee, Wisconsin 53201

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The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 7 Page 1

GENERAL PHYSICAL DESCRIPTION (continued)

grading down hills and using the fill in the low areas along the rivers. By 1837, Kilbourn had spent about \$13,000 for the construction of roads and streets.³

The Milwaukee River structured development in a north-south orientation, paralleling the river. Commercial development in Brewers' Hill concentrated along Third Street; the nearest through-street to the west edge of the river. It extended north from Juneau Avenue where the first bridge across the river was constructed during a building boom in the 1850's. By 1880, brewery-owned taverns and stores lined North Third Street, which became a principal shopping street.⁴ It was originally the Green Bay Plank Road, running to the north and then to the northwest. Prior to this, mills and factories grew along the river as early as the mid-1830's to take advantage of the potential water power. The earliest gristmills and sawmills were followed by the construction of the Milwaukee and Rock River Canal in 1838 along the west side of the river. It was originally intended to connect to the Mississippi River on Wisconsin's western border. Although this was never to be, it served as a mill race when it opened in 1842, with a lock and dam just east of Humboldt Avenue. Its use as a power canal culminated in the 1870's, resulting in extensive industrial development along the river. Also following the river valley on the west side, the LaCrosse and Milwaukee Railroad was built in 1852; this prompted further construction of mills, breweries, and tanneries.⁵

Because the Brewers' Hill area grew as a self-contained German-American community within Milwaukee, physical development consisted of a wide range of building types housing the widest spectrum of uses. Also as a result of the close-knit ethnic character of the neighborhood, a complete spectrum of economic stratas were represented by the physical development. This is still evident today in the mixed visual character of the area. The river valley contains a concentration of industrial uses in a corridor along the river, protruding into the neighborhood somewhat at the densely developed Schlitz Brewery complex. The original North Third Street commercial area still exists, and is augmented by early twentieth-century commercial development perpendicular to it along North Avenue. Residential neighborhoods interspersed with churches and schools about North Third Street on each side, although that to the west has lost most of its historic integrity due to subsequent development. However, east of North Third Street the neighborhood remains intact with a wide range of residential styles and sizes. Some of the earliest Italianate brick houses are extant, as well as small frame residences which were built somewhat later on small subdivided lots and in rear yards off alleys when the influx of German and Polish immigrants created housing shortages. This area, especially further to the east away from North Third Street, also contains later nineteenth-century Queen Anne style houses. The area to the north of North Avenue was developed later after electric street cars were installed in the late 1890's. This remains today a more homogenous area, with consistent street-scapes of late nineteenth-early twentieth century Queen Anne and Neo-Classic Revival style residences. One large open space exists in the Brewers' Hill area; this is Kilbourn Park, located between the river and North Avenue. It was developed by the city in 1872 as a reservoir.

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

**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

AUG 2

Continuation sheet The Historic Resources of the North Third Street/Brewers' Hill
Area, Milwaukee, Wisconsin Item number 7 Page 2

GENERAL PHYSICAL DESCRIPTION (continued)

The Brewers' Hill area is defined today on three sides by the Milwaukee River and major traffic arteries. The river forms the east and south boundary; a new expressway creates the remainder of the south edge; and North Sixth Street as a wide traffic corridor visually defines the west side. The north boundary is less obvious, and is delineated more by a change of architectural character resulting from later development.

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

²Ibid., p.5.

³Ibid., p.5.

⁴Ibid., p. 150.

⁵Ibid., p.148.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

NIG 2

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 7

Page 3

ARCHITECTURAL RESOURCES

The architectural resources in the Brewers' Hill Multiple Resource Nomination are exemplary of the major 19th and 20th century architectural styles that occurred between 1840 and 1934. The seven individual buildings, one group of buildings and five historic districts included in this nomination manifest the styles in four general building types: 1) residential, 2) commercial, 3) institutional/public and 4) industrial. The majority of the nominated properties are residential with about 10% commercial and less than 5% each of institutional/public and industrial. The commercial buildings are almost all along North Third Street and the industrial buildings are primarily limited to complexes like the Schlitz Brewery and the Gallun Tannery. The predominate building material was wood with masonry used primarily in commercial and industrial buildings, and some of the larger more ornate residences. The architects of many of the nominated properties were recognized during their time as among the best designers in Milwaukee. Included in this group were Charles A. Gombert, Henry Messmer, Henry C. Koch and Martin Tullgren; and the firms of H. Paul Schnetzky and Eugene R. Liebert; George B. Ferry and Alfred C. Clas; and Charles Kirchoff and Thomas L. Rose.

Scattered throughout the Brewers' Hill area are several early Greek Revival structures. These remaining early homes date from the 1840's and 1850's. Containing a mixture of both Greek and Roman classic motifs, the homes are simple in massing and ornamentation. The majority of these are of the simple "gable-to-street" design with wide frieze boards, bold return cornices, and sidelit entryways. Few in number, they represent the first wave of permanent settlement in the area. The Vine/Reservoir Historic District has two fine examples: 1818 North Palmer Street (MI 21-37) contains a circular window in the street facing gable, transom and sidelights and a wide return cornice. This home would be considered ornate compared with 1836 North Palmer Street (MI 21-34) which is extremely plain and devoid of details, except for the cornice returns and three bay facade.

With the arrival of the Romantic movement near the mid-nineteenth century, more picturesque building designs became popular. The Vine/Reservoir Historic District has some fine examples from this period. The Italianate style was the most popular and the majority of these are of the cube variety constructed of cream brick. The house at 1826 North Second Street (MI 50-4) and 1823 North Palmer Street (MI 23-30) are two of the best examples. Both are three bays wide and contain tall narrow windows. The house at 1823 North Palmer Street has arched lintels, quoins, a bracketed brick bay window, and a double front door. The North Second Street house has bracketed, narrow, triangulated gable lintels over rectangular four-over-four windows. The cornice is wide and the front facade contains a slightly pitched gable.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

AUG 2

date entered

Continuation sheet The Historic Resources of the North Third Street/Brewers' Hill
Area, Milwaukee, Wisconsin Item number 7

Page 4

The house at 1910 North Second Street (MI 50-8) is irregularly massed, with stone foundation, paired cornice brackets and arched windows with brick lintels. A rare front gable transitional Greek Revival to Italianate house stands at 1918 North Second Street (MI 50-9). It contains arched windows and doorway and is built in brick. In the 1880s and 1890s Brewers' Hill experienced a housing boom. There were many larger, ornate dwellings constructed in the North First Street Historic District at that time. Henry Messmer was the architect of many of these fine homes as well as numerous duplexes which became popular near the turn of the century. Labeled "Queen Anne" after the fanciful Richard Norman Shaw style structures in England, these homes were irregular in massing featuring large porches and balconies. Exterior surfaces covered with varied combinations of shingles, stucco, brick, and stone are hallmarks of this style. Many houses also contain towers and large areas of window glass. The Gunter Boettger residence at 2601-03 North Second Street (MI 55-31) is an excellent example of the towered variety with recessed balconies and Adamesque roping details on the porch and third-story window trims. It was built in 1895 by Peter Clos and Bros., and designed by John Menge, Jr. The structure at 1463 North First (MI 29-28) likewise has a tower, constructed of brick and shingles, and has a series of circle windows on its third floor. The body of the house contains a second floor sleeping porch and large half-circle stained glass windows. Directly to its rear is a rare carriage barn with three arched entryways (MI 20-27). There are also numbers of brick Queen Anne structures in the Vine/Reservoir and North First Street Historic Districts. The building at 2365 North First, a Henry Messmer design built in 1891 (MI 29-36) has two large three-quarter circle windows, while 2357 North First (MI 29-37) built in 1893 has a chamfered pavilion on the north facade and an ornate entry porch. The structure at 1843-45 North Palmer Street (MI 23-25) in the Vine/Reservoir Historic District sports ornate brickwork with string courses, corbels, a slate roof, and cresting. It was constructed in 1881 by architect, Charles A. Gombert.

Many fine wooden Queen Anne buildings were also constructed late in the century. The Otto Frey residence, 2228 North First Street (MI 22-28) designed by Marshall and Ryder in 1896 features a corner tower and upper stories covered in shingles. A palladian window on the third floor and a clustered column porch are forerunner motifs of the Colonial Revival style that came to prominence in the last decade of the century. Elements of the Craftsman Style appear on the Queen Anne house at 2576 North First Street (MI 27-19).

Popularized by the Centennial Exposition of 1876 in Philadelphia, the Colonial Revival style followed the Queen Anne in fashion. Brewers' Hill Colonial Revival buildings tend more toward irregular massing and less toward the formal rectangular Georgian types. Motifs tend to be enlarged dentils, columns and Palladian windows being the most common details used. The structure at 2450 North Second Street (MI 56-8) is a fine brick example designed by Henry Messmer in 1894 for A. Weber. It features a pedimented porch supported by columns. A series of houses built by Uehling and Linde in 1903 along North First Street (2546, 2550, and 2558) (MI 27-22, 23, 24) show definite Flemish features.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only	
received	
date entered	AUG 2

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 7 Page 5

All three carry stepped front gables and 2550 North First Street has a pair of volute buttresses on its dormer. Flemish bond brickwork is also used as is exposed timbering in the gables. The German Renaissance Revival style reflects the national origins of its designers, builders, and owners. Its motifs mix well with the other late nineteenth and early twentieth century styles then popular in the area.

Of the popular early twentieth century styles, the bungalow is most commonly recognized. It is represented by 2417 North Second Street (MI 55-12) in the North First Street Historic District. The home was a Robert Messmer design, constructed in 1912. It contains exposed roof rafter ends, a long covered porch, and a large dormer characteristic of this style.

The influence of the Craftsman magazine and the Arts and Crafts movement are evident in the George J. Engelhardt residence, 2558-60 North Second Street (MI 56-19), a two-story, banded window, box structure, which upholds the Craftsman principles of unembellished structures.

The largest concentration of commercial buildings in the Brewers' Hill area is along North Third Street between North Avenue and Walnut Streets. Along this stretch in the North Third Street Historic District are many fine examples of the Italianate and Victorian commercial styles popular during the last half of the nineteenth century. The Herman Mayer building at 2000-02 North Third Street (MI 36-26) is one example. It has three bays of long arched second-story windows below a massive cornice featuring brackets and a triangular pediment. It was designed by Henry Messmer and built in 1891. The structure at 2004-06 North Third Street (MI 36-25,26) was constructed in the same year but contains much larger windows, one being a bay under an exaggerated cornice topped with spires. The structure at 2034-36 North Third (MI 36-18) is a more subtle Italianate, still retaining its original first floor storefront. The plaque in the cornice states, "Deffner 1885." The structure at 1806-08 (MI 37-9), built in 1888-92, is larger than its neighbors being three stories in height capped with a large fanciful cornice featuring sunbursts and urns. Another Henry Messmer-designed section of the street is the Vogt's Block at 2107, 2109, 2111-15 (MI 38-31, 35, 33) North Third Street. This long stretch of undulating facades is marked with a wave-like series of bays one and two stories in height. The effect of the Vogt's Block is one of great harmony. The detailing is extremely fine with dentils, suns and wreaths appearing lightly on the facade between the sets of windows. The Schuster Building at 2153 North Third Street (MI 38-35) was built in 1907 by C. Raule, Jr. and designed by Charles Kirchoff and Thomas L. Rose. It is a fine example of the Commercial Style. This five-bay structure features largely glass areas on the facade. They are set up with one large window surrounded by small panes made to look like side and fan lights. The total effect is one of lightness and simplicity. There are three notable 1920s commercial buildings on North Third Street: 2007, 2208-18, and 2215 (MI 38-24, 36-13,1). All three are terra-cotta covered. The structure at 2007 was designed by H. Paul Schnetzky and Eugene R. Liebert in 1893 and altered by Carl Linde and Albert Schutte in 1929. The structure at 2208-18, constructed in 1923 and designed by Martin Tulgren & Sons, is divided into two window bays separated by Doric pilasters. The string course is defined by a series of rosettes. The structure at 2215 is especially interesting because of its size (one and one-half stories) and its

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only	
received	AUG 2
date entered	

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 7 Page 6

detailed terra cotta work.

There is another notable commercial building not in the North Third Street Historic District. The structure at 1702 North Fourth Street (MI 25-1) was constructed of brick in 1874 and is Italianate in style. The main section of the building is two and one-half stories tall. The upper floor windows arched and floors are divided by string courses. Originally owned by E. Baasen and built as a residence, it became a German YMCA headquarters.

The Brewers' Hill area contains some excellent examples of institutional school buildings. Both the Golda Meir School at 1542 North Fourth Street (MI 58-30) and the Garfield Avenue School at 2215 North Fourth Street (MI 61-15) were designed by Henry C. Koch, noted Milwaukee architect. They were built in 1890 and 1887, respectively. These Romanesque structures are massive in scale with tall arching bays. The Golda Meir School is built into a hill and has a rough stone raised foundation, multiple gables, and large chimneys. The Garfield Avenue School carries a stacked arch effect; small first floor arches under tall two-story arches. Both buildings have the notable Romanesque Revival small grouped arched windows in the top story gables.

Impressive ecclesiastical structures include the St. Francis of Assisi Historic District. Also nominated is the St. John de Nepomuc Society rectory, which was constructed in 1859. It is a fine early Gothic Revival building at the corner of North Fourth and Court Streets. It features a raised stone foundation, lancet windows, five bays, gable dormers and an impressive side bay window (MI 58-29). A Norman Gothic style church, built in 1906 and designed by John Roth, Jr. is located at 2600 North Second Street (MI 56-22), now known as the Epiphany Lutheran Church, is a stone edifice with three story tower, large three part Gothic windows, with numerous buttress and window crossettes. It previously housed the English Church of the Redeemer. Another example originally consisting of 11 structures, located on North Fourth Street between West Reservoir Avenue and West Brown Street, the St. Francis of Assisi Historic District has five remaining buildings. The church itself (MI 55-8) built in 1868 with many later additions by architects like William Schickel of New York, is a Romanesque structure with a large tower. Its companion is the convent, built in 1909 in a cream brick Romanesque style (MI 55-9). It features arched windows and a stepped front facade gable.

The Joseph Schlitz Brewing Company complex is located between Third, Second, Walnut, and Cherry Streets. It is a remarkable collection of industrial buildings, ranging in style from Victorian Italianate to International and including Neo-Classic Revival, Romanesque, Chicago, and Moderne. The main street facing facade on North Third Street (MI 34-34) is nearly one block long. It features Italianate style paired arched windows, four stories in height. The south end is towered with sunburst gables and an octagon cupola topped by a six part dome. Two buildings on North Second Street also are nineteenth century in style. The structure at 1560 North Second Street (MI 34-29) has a stone block foundation and large second story arched windows under small Italianate windows on the top floor. Both ends of the structure feature slight pavilions as does the center section. All contain polychromatic window trim and extra adornment at the cornice. The structure at the northwest corner of Galena and Second Streets is much simpler with brick quoins,

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only	
received	
date entered	AUG 2 1984

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 7 Page 7

paired arched windows and string courses (MI 47-14) has ornate brickwork with a castlating cornice. A more classically designed structure at 235 West Galena Street (MI 34-33) features square windows, large stone string course, and dentilled cornice.

The 1903 Malt House at the east side of North Third Street across from Court Street is a good example of the late Victorian style. It features polychromatic arched windows and larger glassed areas. The building directly to its north (MI 58-1) is taller with keystoned round windows and Morrish sixth floor window caps. The Brew House at 213 West Galena Street (MI 34-32) is Romanesque in style with large ground floor arches of stone and towers at each end. The Chicago Style is represented by building number eight at 103 West Walnut Street (MI 34-24). This structure is simple in design but has large glass areas in arched openings. Two large Moderne structures anchor the north and south ends of the complex along North Third Street. Both are without windows having only long piers of brick as decoration (MI 34-23, 58-3). An International style building in the complex is at the southwest corner of Walnut and North Second Streets (MI 34-31) and has long narrow bands of windows and flat surfaces that typify this style.

There are several old tannery complexes along the Milwaukee River, with the most architectural ly important being the Gallun Tannery Historic District at 1863 North Water Street (MI 35-21). This complex features several buildings of the nineteenth century vintage, built of brick with arched openings and corbels.

A prominent non-tanning structure on the north side of the river is the F. Mayer Boot & Shoe building at 116 East Walnut Street (MI 25-24). This late nineteenth century building is quite large, being six stories tall with a castlating central pavilion. Its architects included H. Paul Schnetzky & Company and Eugene R. Liebert. Frederick Mayer was a German-born shoe retailer who came to the city in 1851.

While the Brewers' Hill area has undergone many changes, there remains many relatively large numbers of unaltered residences. The North Third Street commercial district has seen successive remodeling of storefronts and some covering over of upper stories. The area west of the Schlitz complex has undergone urban renewal with the additions of suburban type dwellings, commercial and warehouse buildings. The Uihlein Hill area (North Fifth and Galena Streets) has lost all of its fine mansions including those of the Uihlein brothers. Of the remaining residences, some have had their detailing removed and siding covered over. But large numbers retain their nineteenth century decor and siding.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 7

Page 8

SURVEY METHODOLOGY

The Brewers' Hill study area was surveyed in an intensive building-by-building approach which documented every pre-World War II building. The area has been previously surveyed in the 1979 city-wide study which documented those buildings deemed to be of architectural and/or historical interest. The recent survey was a more comprehensive approach which involved completing a survey card with photograph for each 50-year-old building.

The boundaries for the North Third Street/Brewers' Hill Study Area were selected on the basis of man-made and natural features, changes in land use, historical subdivision platting and development patterns, and information based on the 1979 survey results. The Milwaukee River as the east boundary is a natural feature that has divided the city historically into east and west sides. Both sides of the river were included because of the total impact the river basin had on the development of Brewers' Hill. McKinley Avenue on the south is the dividing line between the Brewers' Hill area and the central business district. This has been reinforced by the construction of the Park Freeway just below McKinley Avenue and the advance of the CBD to this line. On the west in North Sixth Street which marks a visual change in the building fabric. Historically this was the western limit of Sherman's addition platted in 1837 and the next contiguous plat to the west was not filed until 1863. Though west of Sixth Street had a similar development history as Brewers' Hill and was probably visually the same; it underwent extensive urban renewal in the 1960's and 1970's and was rebuilt with contemporary public housing and private suburban like tract homes. The north boundary is North Avenue. Long the city's northern boundary from incorporation in 1848 until its first expansion in 1876, North Avenue marks another visual change in neighborhood development patterns that is seen in different architectural styles, land uses, and house forms. Above North Avenue the four blocks along both North First and Second Streets were included because the results of the 1979 survey indicated a potential historic district in this area. Also it was believed to be historically linked to the area below North Avenue. (Note: the study area boundaries were incorrectly drawn on the maps and should include all of Kilbourn Reservoir and Park).

During the field survey phase, each street and alley in the study area was traversed on foot in order to view each structure for a determination of its age. Surveyors completed field forms, noted map locations, and took 35mm black and white photographs of each. During the office compilation portion of the study, data were transferred from field sheets to permanent reference sheets and photographs were attached. Maps were completed noting roll and frame photo identification numbers and street addresses for each surveyed site. The survey process resulted in the identification of buildings which were deemed to be potentially eligible for nomination to the National Register based on their architectural quality.

Independent of the field survey and office compilation, research was conducted on 14 historic themes to provide a general historical background and locate associated buildings and sites in the study area and determine any building eligible for the

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 7 Page 9

SURVEY METHODOLOGY (continued)

National Register based on its historical significance. Buildings previously identified as being potentially significant architecturally were researched individually in order to tie any associated significance to their architectural merit. Then, on the basis of this process, individual pivotal structures and historic districts were identified as being eligible for nomination to the National Register. Documentation of these resources on individual property and district survey forms follow.

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 renown surveyor Increase Lapham, studied Indian remains during the 1830's and 1840's. 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 Brewers' Hill Study area eight sites are recorded in The State Historical Society of Wisconsin files. According to archaeologist Bill Green, 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.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

AUG 2 1988

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 1

INTRODUCTION (continued)

Kilbourntown was extended north between Sixth Street on the west and Hubbard Street on the east to North Avenue as Sherman's addition. These plats established the original north and west (above Walnut Street) city limits upon Milwaukee's incorporation in 1848. The area east of Hubbard Street to the Milwaukee River was also part of the original city, but was not officially platted until the mid-19th century. The North First and Second Street area above North Avenue was not part of the original city, but was platted subsequently between 1856 and 1901. This area was annexed by the city after 1876.

HISTORICAL DEVELOPMENT

Early Development of Milwaukee

The North Third Street/Brewers' Hill area of Milwaukee was one of the first areas of the city to be settled. Thus, its early history is closely tied with the development of Milwaukee. The site of the city, where the Milwaukee River, draining a large area of timberland and prairie to the northwest, and the Menomonee River, serving a large watershed to the west, joined and emptied into Lake Michigan, had long been an important hunting, fishing, and trapping ground for several prehistoric and historic Indian tribes. Hundreds of mounds and dozens of Indian village sites have been located within the city limits. In 1817, the Sauks, Foxes, Chippewas, Menomonees, Ottawas, Winnebagos, and Potawatomes all frequented the area. White explorers and trappers were quick to see the region's potential. French Canadian fur traders established a trading post in the mid-1700's.¹

Solomon Juneau, considered to be Milwaukee's first permanent settler, arrived to operate the trading post in 1818. He found a landscape dominated by water and its effects. Low wetlands teeming with fish and waterfowl lined the riverbanks. Some of the banks were level and forested; at other points, steep bluffs rose to dry high plateaus cut by springs and ravines. Beyond the bluffs were gently-rolling hardwood forests and the grass prairies. The watercourses divided the area near the trading post into three sections: east, west, and south. The lands were ceded to the white man in 1833, surveyed in 1834 and opened to public sale by 1835. Juneau saw the potential in the area and elected to stay. He became one of the three early settlers who had the most profound effect on the development of the city.²

With the opening of the area to settlement, the pattern so common in the development of the upper midwest emerged. A few pioneer individuals or families, almost all from New York or New England, ventured to the mouth of the Milwaukee, some seeking fortune, others merely a new start. A handful of early Yankee settlers claimed the lands that formed the nucleus of the developing city. Juneau was already there, and thus had an advantage in choosing his land. He and Morgan L. Martin bought the land between the Milwaukee River and Lake Michigan on the east bank of the river. George H. Walker purchased a large amount of land to the south of the confluence of the two rivers, an area which came to be known as Walker's Point. Byron Kilbourn chose land to the west of the Milwaukee River. It is Kilbourn's land on which North Third Street and Brewers' Hill were developed.³

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 2

HISTORICAL DEVELOPMENT (continued)

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 water-courses, 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, leading to the typical disregard of geological and topographical features in street layout, their streets were not aligned from one side of the river to the other. Juneau and Kilbourn emerged as somewhat more entrepreneurial than Walker, and it was these two who played major parts and who strove to develop their areas independently. Both visualized courthouses and other civic buildings in their settlements.⁴

From 1835 to 1840, the population of the settlement grew from 125 to 1,692. Settlers from New England and New York were the dominant group during that period, as Indians and French Canadians were replaced by British, German, Irish, and Norwegian immigrants. The first black resident, Joe Oliver, came to the village in 1835, as Solomon Juneau's cook. European immigrants began to arrive in significant numbers after 1840, with Germans being the dominant group. By the mid-1840's, over 1,000 Germans were arriving every week. The new city became known among Germans as a hospitable place where there were complete neighborhoods in which they could speak German and take part in German customs and activities.⁵

In the early 1840's the cluster of settlements was still a frontier village. The earliest efforts to build a city consisted of cutting and filling to make some of the swamp land buildable, to level off the bluffs for further development, and to facilitate transportation. Many roads extended from the village, following established Indian trails, to connect with western settlements. Most of the roads were barely passable at first. Kilbourn spent much of his own money to improve his holdings for settlement. By 1837 he had spent thirteen thousand dollars on the construction of roads and streets.⁶

Kilbourn's settlement, known as Kilbourntown, centered at the corner of Third Street and Juneau. The area around Juneau became the focus of the German community at an early date. Clapboard, wood-framed buildings of one to three stories clustered close by the river. The earliest structures were dwellings, stores, taverns, sawmills, and trade shops. Two brick houses were said to have been built in the 1830's and the first brick commercial block was built in 1840 at Third and Juneau. The first bridge to connect the east and west sides was constructed in 1840 at Juneau Avenue, thus assuring the Juneau-Third intersection of continuing importance.⁷

From 1840 to 1850 early residents sought to build up their village(s) and take advantage of their natural assets to create a city. In 1846 the city still consisted of three villages connected by bridges, but the diverging interests managed to cooperate long enough to incorporate the city of Milwaukee. Steamboats were bringing new settlers; some stayed in Milwaukee, others came through on the way to the rich Wisconsin farmland to the west. Milwaukee rapidly became the commercial trade center

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 3

HISTORICAL DEVELOPMENT (continued)

for the state; and as the western lands were cultivated, agricultural raw materials were sent to Milwaukee for processing and shipment. Harbor improvements were begun in the 1840s. Many of the roads leading west were planked. The first railroad in Milwaukee linked the city with Waukesha in 1851. In 1855, a rail link to Chicago was established.⁸

As the transportation network linking Milwaukee with producers in the West to consumers in the East improved, the city's development was assured. Processing of regional agricultural products provided the fuel for expansion and improvement. Flour milling, meat packing, tanning, brewing, leather goods and shipping were the most important elements in the city's economy throughout the nineteenth century.

From 1850 to 1880 industry located along the Milwaukee River between Juneau Avenue and Michigan Street. When the industrial character of the city changed from agricultural processing to heavy industry after 1880, the Milwaukee River corridor in the North Third Street area was already so built up that there could be no further development without disruption of existing, still thriving, enterprises. Thus, heavy industry located in the Menomonee Valley where there was land available and transportation was equal to that in the older area.

German, British, and Irish immigrants were the largest groups coming into the city until 1880. The number of Germans settling in Milwaukee remained at a high level. Germans came to be thoroughly absorbed in the economy and society of the city. There were many economic classes, from laborer to brewery owner. Many religions were represented.⁹ German was spoken freely in the streets, and German newspapers had a wider circulation than English language papers. German social institutions, like the Milwaukee Turner Society, played an important part in the city's educational, musical, intellectual, and athletic programs. In the decade from 1840 to 1850, many German-Jewish immigrants arrived. In spite of differing religions, they were quickly absorbed into the German community because of similarity of language and customs.

Irish immigrants represented 14 percent of the population by 1850, while Czechs, Dutch, Austrians, Norwegians and Blacks also settled in the city.¹⁰ A free Black community existed in Milwaukee prior to the Civil War. By 1860, there were 122 Blacks in the city including many prosperous businessmen.¹¹

By the 1850s the population of Milwaukee had increased to the point that specialization of land use began to occur. Downtown was firmly established in Juneau's original plat, while the Juneau Avenue-Third Street intersection continued to be the center of the German community. Kilbourn's land was being aggressively marketed and developed concurrently with the industry along the river. North Third Street

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AUG

2

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 4

HISTORICAL DEVELOPMENT (continued)

was becoming an established commercial area. The smallest domestically-oriented businesses, such as grocers and taverns, began to disperse into the neighborhoods as the residential area of the city expanded. Mills and factories clustered along the Milwaukee River; breweries located in the vicinity of Juneau Avenue and the river. Numerous small workshops serving larger industrial concerns and small manufacturing needs located along the river banks among the mills and tanneries.¹²

Exclusive residential neighborhoods developed by the 1850s, based on patterns of segregation by ethnicity and income. Kilbourn's original platted area was overwhelmingly German by 1860.¹³ Within this area, however, all economic strata were represented. Somewhat singularly, the German neighborhoods tended to develop as communities within the city; i.e., they had their own industries, commercial centers, and all classes of housing.

The period from 1860 to 1880 was one of tremendous growth and change in Milwaukee. Technological improvements in industry and transportation resulted in expansion of industrial areas and residential districts. The city created a charter in 1874 which established sewer and water systems as well as street-paving programs. Prior to the charter, developers, including Kilbourn and Juneau, provided urban services to attract and hold residents in their area. Horse cars connected many areas of the city by 1880. Even after electric streetcars came into use in 1894, cross-town connections remained poor. The differentiation between east, west, and south remained strong. Milwaukee was a pedestrian city in this period and 90 percent of the city's population lived within two miles of the downtown. Within the neighborhoods, the city's topography and early development patterns encouraged the dispersion of industry, allowing workers to live close by. Early patterns of ethnic domination of certain industries reinforced ethnic neighborhoods even into the 1900s, with the North Third Street/Brewers' Hill area being a prime example of this.¹⁴

After 1870, Polish immigrants replaced Germans as the largest group of new arrivals to Milwaukee. By 1906 there were 70,000 Poles in the city or about 20 percent of the population, and second only to the Germans. The Poles aspired to own their own new homes; thus, they located in other more recently developed areas of the city where inexpensive land was available. The next major group to arrive was Italian, mostly from Sicily. By 1910 Milwaukee was the most foreign city in the nation. Three-fourths of the population of the city was foreign-born or first-generation American born of foreign parents.¹⁵

In the 1880s, the Milwaukee economic base shifted from a commercial trade center to an industrial city. However, processing industries like those lining the banks of the Milwaukee River continued to thrive with the exception of flour milling which declined with the westward movement of the frontier. Tanning, slaughtering, meat-

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received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 5

HISTORICAL DEVELOPMENT (continued)

packing and brewing continued to play a major role in the city's economy. Tanning was the city's single most important industry by 1909. The breweries and tanneries of the city's original industrial area became famous, shipping their products worldwide. Tanning maintained its importance until the 1920s when decreased demand resulted in some consolidation and a few closings. Brewing became more and more important through the early twentieth century until Prohibition put a temporary damper on the industry. At one time, the Pabst Brewery was the largest in the nation, while the Schlitz was claimed to be the biggest for a time. Milwaukee's breweries claimed many industry firsts. The quality of the product was assured by the fact that many of the city's brewers were professional brewmasters, born and trained in Germany.

The growth of heavy industry along the Menomonee River had little effect on the Milwaukee River industrial corridor until well past the turn of the century, at least on the major industries of the area. The new industries were automobile-related, or involved iron production and metal fabrication. Many of those who worked in the agriculturally-based industries were not interested in the hard, dirty work in foundries and fabrication plants. The new heavy manufacturing jobs were taken by later groups of immigrants such as Poles and other Eastern Europeans, Italians, and later Hispanics and Blacks. One major effect of the growth of heavy manufacturing and of the consolidation of the agricultural industries was the disappearance of many of the smaller shops and businesses along the Milwaukee River. This resulted in available land for expansion of the larger industries that remained. Thus, the banks of the Milwaukee remained solidly built-up through the period of the emergence of heavy manufacturing as the city's leading industry.

As industry decentralized in the early 1900s, workers moved to follow the available jobs. As in most cities, this movement led to the development of suburban residential neighborhoods. Unlike many other cities, however, this movement did not lead to the abandonment of the center city by middle and upper income groups. The availability of land and the tendency of Milwaukee residents to depend on their feet for transportation led to the new factories serving as foci for complete neighborhoods. The center city retained residents of all levels of income. Some of the most desirable residential areas remained in the central city, while many of the new suburbs had large numbers of low income residents. Thus, with a few exceptions, Milwaukee did not develop the central city ghetto that characterized other major cities at this time.

From 1880 to 1930, the industrial workforce grew in tandem with the growth of heavy manufacturing. From 1899 to 1909, manufacturing sector employment grew by 50 percent. While the city's population remained heavily German, more immigrants arriving were from eastern and southern Europe. Poles comprised almost 20 percent of the population by 1910. From 1910 onward, Czechs, Slavs, Hungarians, Russians, Jews from Eastern Europe and Russia, Italians, Greeks, Blacks, and Hispanics formed the bulk

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**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 6

HISTORICAL DEVELOPMENT (continued)

of the new immigrants. These groups were dispersed throughout the city, although the usual tendency to cluster within their own ethnic enclaves resulted in pockets of single ethnic groups. Eastern European and Russian Jews and Blacks were the first to be purposely or incidentally segregated. These groups were concentrated on the west side of North Third Street.¹⁶

The last major new influence on the development of the city, at least within the period studied as part of this project, was the development of the city's electrified streetcar network. Electrification and expansion throughout the city occurred in the period from 1890 to 1910. Even at the height of its service, the system never served cross town needs well. The streetcar network never influenced development patterns to the extent felt in other cities such as Cleveland or Chicago. It was primarily industrial development that determined land use patterns.¹⁷

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 North Third Street/Brewers' Hill area that is the subject of this nomination. The following paragraphs will address the specific resources nominated.

Historical Development of the North Third Street/Brewers' Hill Area

The area known as Kilbourntown included the study area, and was considered the best of the three early town sites. Walker's Point was primarily swamp, as was Juneau-town. The Kilbourntown area, which on Increase Lapham's City Plan of Milwaukee, 1845, was bounded by what was to be North Avenue on the north, the Milwaukee River and Hubbard Street on the east, Menomonee Street on the south, and Eighth Street (with a small area extending to Twelfth Street) on the west, was dominated by a geologic fault which separated it into two general types of ground. Along the river was a low, marshy area from Wisconsin Avenue to a point near Cherry Street. Beyond this point, and to the north of the river below it, was a steep bluff. A rise of land between Cherry and Walnut Streets, solid ground between the bluff and the river marshes, was the first area to be built up as it was the best land available. The location, with grand views and easy access to the center of town and the river basin, was considered a prime spot. As development continued, the marshy areas along the river were filled to accommodate industry, and the bluffs were selectively graded and cut to allow adequate east-west transportation. The edge of the bluffs to the northeast of the first-settled area was to be prime residential building sites due to the fine views of the city and the river valley and the close proximity to employers.

Kilbourn platted his holdings in 1835. The original boundaries were Sixth Street on the west, the Milwaukee River on the east, between Walnut and Vine on the north, and

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**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

AUG 2 1984

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 7

HISTORICAL DEVELOPMENT (continued)

Fowler Street (now St. Paul Avenue) on the south. Land was set aside for a courthouse in the area bounded by the present-day streets of Galena, Third, Fourth, and Court. Much to Kilbourn's dismay, however, the courthouse site selected was in Juneau's plat. Courthouse Square then became the site of the first public school in Kilbourntown and today is the site of Golda Meir School.¹⁸

Lots in Kilbourntown generally measured 50 feet by 150 feet. East-west streets were 80 feet wide, while north-south streets were 30 feet wide, increased to 70 feet at Fourth Street and streets to the west. The important streets were Third, Juneau, and Vliet Streets, all of which eventually extended out of the city as plank roads.¹⁹ The earliest settlers in Kilbourntown were farmers and traders. By 1844, there were several substantial houses in the area. Many early residents built houses along or near the plank roads of the 1840s, with North Third Street being the most important. North Third Street was extended to the Green Bay Plank Road. Vliet Street became Wauwatosa Plank Road, while Walnut Street connected with the North Fond du Lac and Lisbon Plank Roads.²⁰

By 1848, Sherman's Addition completed the platting to North Avenue, from Hubbard to Sixth Street. The land east of Hubbard and along the river was still in large, unplatted tracts in the hands of a number of individuals. In the 1850s, speculators divided these tracts along the river bluffs according to the square block pattern established by Kilbourn. After the Civil War, developers platted long, narrow blocks which would become characteristic of Milwaukee.²¹

Industry

The basis of Kilbourntown's early development was the growth of industry along the Milwaukee River. This was aided by the improvement of transportation systems in the region and throughout the state of Wisconsin and the Great Lakes. The first industries in the area were sawmills. It is possible that the first establishment was the water-powered sawmill of Daniel Bigelow located on the river at today's Humboldt Avenue in the mid-to-late 1830s.²² Others soon set up mills nearby to provide lumber for the growing city. In an attempt to boost the potential for industrial development on his lands, Kilbourn and some other local entrepreneurs examined the countryside between the Rock River, some 50 or so miles to the southwest, and the Milwaukee River for the purpose of constructing a canal to connect Lake Michigan with the Mississippi River. Kilbourn promoted the idea for two years and in 1838, a stock company was formed. The initial venture was capitalized at \$100,000, with authorization to raise up to \$1,000,000. The cost of construction was estimated at \$800,000.²³ Captain John Anderson, an early industrialist of the

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**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 8

HISTORICAL DEVELOPMENT (continued)

area, contracted to build the first segment of the canal. In 1842, he completed a dam near where North Avenue crosses the river. The dam, just above Kilbourn town, was 430 feet long and 18 feet high and created a waterway of 400 feet. By 1842 Anderson had constructed about one mile of canal from the dam south to a terminus just above Juneau Avenue. Water for power was provided at the rate of \$75 per year for 100 cubic feet per minute. The company applied for and received 166,000 acres of government land to be sold to pay for canal construction; but a number of events and trends conspired to stop the project, including growing competition from railroads. The canal never progressed beyond the dam and the one-mile segment along the Milwaukee River.²⁴

Although the canal never served as a ship channel, it did contribute greatly to the industrial development of the Milwaukee River Basin. The availability of water power was a boon to early industrialists. The river itself was navigable to the dam. Thus, the sites along the river, and particularly those between the canal and the river below the bluffs on the west side, became prime property. By 1848 there were 25 mills and factories along the waterway, and the area was well-established as the city's first major industrial district.²⁵

After the saw mills, which were all rather small in scale, came the flour mills built to process the grain from the rich interior farmlands of Wisconsin and Minnesota. Captain Anderson was a partner in the first mill and the Anderson-Woolcot Mill was built in 1844 at the foot of McKinley Street at the river. The mill changed hands several times and was greatly enlarged over the years of its operation. Later known as the Eagle Mill, it came into the hands of John Kern who substantially enlarged it and moved it to the foot of Vliet Street. The German-born Kern, stepping in after New Englanders Anderson and Woolcot, continued expansion and, with his two sons, remained in the business through 1880. There are no buildings remaining of this operation. Another major mill was the Phoenix, founded by Cicero Comstock in 1848. This mill also changed hands and expanded several times. Located at the corner of Cherry and Commerce Streets, it was one of Milwaukee's largest mills. Other mills in the North Third Street/Brewers' Hill area included the Kilbourn Mill, established in 1850, and the Empire Mill, both of which were destroyed by fire in 1885. Milwaukee was the world's largest wheat exporter in 1865.²⁶

A third major industry which got an early start in the area was brewing. The location was a logical choice for brewing activity due to the availability of abundant water, adequate transportation, and ready access to the agricultural products necessary. The Obermann Brewery was an early concern located at Cherry between Fifth and Sixth Streets.²⁷ The last building of the brewery, a brick, Italianate design, remains today at the corner of West Cherry and North Fifth Streets (MI 25-13). There were other small brewery operations in the neighborhood in the early years. By far

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**National Register of Historic Places
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received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 9

HISTORICAL DEVELOPMENT (continued)

the largest brewery, and by the turn of the century the largest single employer in the area, was the Schlitz Brewery. The Schlitz Brewery began as the Krug Brewery, founded in 1848 by August Krug and originally located on Juneau Avenue between North Third and North Fourth Streets. Krug operated the company until his death in 1856, when Joseph Schlitz, Krug's bookkeeper and clerk, took it over. The business expanded under Schlitz and was incorporated as the Joseph Schlitz Brewing Company in 1874. The brewery was relocated in 1870 to the corner of Third Street and Walnut Street and at this location the present giant complex was built which remains remarkably intact today (MI 34-4, 23-26; MI 58-1-3; MI 47-13).

The Schlitz brewery business was a family affair from the beginning. Schlitz married Krug's widow in 1856, and formed close ties with some of Krug's nephews in the Uihlein family. Within a few years, five Uihlein brothers, August, Henry, Edward, Alfred, and William, were in executive positions with the company. They must have done a fine job, for the expansion of the Schlitz operation was remarkable. In 1848 the Krug brewery sold 1,300 barrels of beer. In 1876 the brewery sold 300,000 barrels. For several years, the Schlitz Brewery was the largest in America. In 1881 it was capitalized at \$12,000,000. By 1910 its capacity was 3,000,000 barrels per year. The company employed 2,500 people, covered six blocks, and shipped 100 railroad carloads daily.²⁸

With the expansion of brewing along the Milwaukee River came the various smaller-scale operations that were required to supply the breweries. These included malt houses, barrel stave makers, coopers, ice companies, and small iron shops. The largest of these was the Charles Stolper Cooperage Co., which at one time occupied a large site along Fourth Street between Reservoir and Brown. The present St. Francis Parish Hall incorporates parts of the last remaining building of the Stolper firm, but it has lost all of its integrity.²⁹ By 1854 the canal and river banks were crowded with flour mills, small industries, and lumber yards. In 1858 the LaCrosse and Milwaukee Railroad Line followed the river into the area, terminating at Highland Avenue. The railroad freight house was a familiar landmark for many years. Even before the Schlitz Brewery became a major presence in the district, the area represented a complex industrial concentration, especially along the river. There were continuous changes as businesses came, expanded, or disappeared. Others were destroyed by fire. Buildings were rapidly made obsolete by changes in manufacturing and processing technology, and were demolished rather than re-used.

The last major industry to be established, but the one that became the most important for the longest period, was tanning. At one time there were 12 tanning operations along the banks of the Milwaukee River between the dam and the Juneau Street bridge. Most of these were German-owned and were operated by managers and workers who lived close by.³⁰ Several buildings from the heyday of tanning in Milwaukee remain in the study area and elsewhere in the city. There are still some buildings

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**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

AUG 2

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 10

HISTORICAL DEVELOPMENT (continued)

in use by tanning companies in the river corridor, specifically the current Gallun Tannery Company Buildings at 1863 North Water Street on the east bank (MI 35-21). This operation has occupied this site since 1876 and represents an important example of an intact river industry in Milwaukee.

As tanning became the major single industry at the base of the district, other firms entered the area to supply the tanneries and to utilize their products. Of particular note was the F. Mayer Boot and Shoe Company, established in 1880 in a two-story building at First and Walnut Streets. Mayer had been associated with the district since 1852, when he settled there after coming from Germany in 1851. He established a retail store at 318 West Water Street, and was so successful that he decided to retire from retailing and start up a manufacturing business in 1880. The boot and shoe operation was a family business, run by Mayer and his three sons. When first established, the firm had an output of 150 pairs a day. The company facilities were expanded greatly in the period from 1892 to 1899. It was producing 9,000 pairs a day by 1910, and demand warranted the opening of a second plant in Seattle, Washington. The company is no longer in existence, but the large industrial/warehouse structure that housed it remains in place with a few alterations (MI 25-24).³¹

Following the initial boom years when sawmills were common along the river, newer industries took over the water power canal. However, lumber continued to play a part in the development along the river, in the form of lumber and coal supply companies. John Schroeder, a German immigrant who lived on Brewers' Hill, established a lumberyard at the foot of Walnut Street along the canal. He arrived in Milwaukee in 1846, and opened his yard in 1866 with the help of a partner. In 1881 Schroeder and his three sons incorporated the business, with the major facilities being a large lumber yard and a planing mill. This firm operated a sawmill in Ashland, Wisconsin, as well as a fleet of ships to transport lumber. The company owned several hundred thousand acres of timber from Canada to Florida.³² There were several other lumber and coal dealers along the river and the railroad. They continued to thrive until the Wisconsin forests were cleared in the 1880s.

A major change in the industrial district took place in the mid-1880s. With the conversion of industrial engines from water to steam power, the canal was no longer necessary. In fact, the land displaced by the canal was coveted to provide better access to the factories and mills along the river. Thus, in 1883-1885 the canal was filled and converted to roadway. Today's Commerce Street follows the route of the grandly-conceived water link to the Mississippi.

Commerce

As the industrial district grew in size and importance, and the residential areas to

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**National Register of Historic Places
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date entered

AUG 2 1984

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 11

HISTORICAL DEVELOPMENT (continued)

the north, east, and west grew accordingly to house the required workforce, North Third Street developed as a major commercial artery. North Third Street had already assumed an important place in the 1840s as the connector to the Green Bay Plank Road. However, most of the present bulk of commercial buildings, or at least their wood-sheathed predecessors, were erected during the boom years of the district from 1850 to 1900. With the exception of corner stores and taverns, all major shopping in the Brewers' Hill/North Third Street neighborhoods was done on North Third Street. The street itself connected the neighborhood with the downtown. It was one of the first streets in the city outside of the central business district to be improved with paving. It was the major north-south road on the west side of the river; and of great importance to the predominantly German residents of the area, it connected directly with the center of German business on Juneau Avenue.

The earliest built-up area was at the south end of North Third Street near the river. The first commercial establishments were gradually dispersed by industrial development, however; and growth took place northward all the way to North Avenue by the 1870s. In the 1870s and 1880s, most of the original wood frame commercial structures were replaced by larger brick buildings. In the 1890s small buildings were replaced by larger ones as the area continued to thrive. The corner of North Third Street and North Avenue was a vital, bustling shopping area into the 1960s. Businesses along North Third Street were those necessary to satisfy common day-to-day needs. A complete range of goods and services was available, so there was little need for a nearby resident to venture out of the immediate area. There was even some light manufacturing on the street until the 1890s. For the first few decades shopkeepers lived above their stores; but as brick buildings replaced frame and businesses were enlarged, apartments in the remaining small buildings were converted to rental units. Success allowed the proprietors to move to substantial houses on nearby residential streets. Many of the commercial establishments were family businesses that remained in the same family for decades.³³

Almost all of the establishments along North Third Street were small, with many seeking only to serve the neighborhood within a few blocks of the store. The major exceptions were the Schuster Department Store (later Gimbel's) and the Home Savings Bank, both on North Third Street at Garfield Avenue on opposite corners. Both these businesses erected handsome buildings which were replaced with larger structures or expanded as success allowed. Schuster's was established in 1884 and was first located in a shopfront on North Third Street. The business was founded by Edward Schuster, a German immigrant who had been involved in retailing in the area for some time. He lived in the neighborhood and built a fine house at 2463 North First Street (MI 29-27,28). The business soon outgrew the original location and he opened an enlarged store at Third and Brown Streets. In 1906-07, having outgrown his quarters again, he built a new modern Chicago-style store at North Third Street and Garfield

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**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only	
received	AUG 2 1984
date entered	

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 12

HISTORICAL DEVELOPMENT (continued)

Avenue (MI 38-35). In 1913 he expanded in 1918 as stores were opened in other parts of the city. The last expansion occurred in 1942 with the construction of a simple, modern masonry and glass addition (MI 38-34). The company found it difficult to compete with widely-spread, centrally-managed shopping mall department stores in the 1950s and was bought by Gimbel's in 1961. As the area continued to decline, Gimbel's, too, found the going rough. Finally, in the mid-1970s, Gimbel's closed the store.³⁴

Ethnic Patterns

Industry was the base for the Brewers' Hill/North Third Street area's development; and commercial needs were satisfied by the growth of the commercial strip along North Third Street. The great majority of the land area of the district, though, was used for the construction of houses. Initially, when there was little industry along the river, the first settlers chose the area around Cherry, Vliet, and Galena Streets, and McKinley Avenue for its high ground and central location. The first group of settlers, mostly Yankees from the east and northeast, consisted of 12 individuals who were tradesmen or merchants. They erected frame or log houses. The first frame house in Milwaukee was built by William Merrill in 1836 on ground north of Cherry Street. Merrill was a merchant and real estate developer born in Maine who moved to New York, then to Cleveland, and finally to Milwaukee.³⁵

Although Yankees were the first to settle in Kilbourntown, they were soon outnumbered by German immigrants and it was the Germans who had the most impact on Brewers' Hill/North Third Street. They settled in two additional enclaves in the city; but it was Brewers' Hill and the area immediately to the southeast across the Milwaukee River that was known as German Town. The area had the attractions of jobs and vacant land. The Rock River Canal spurred development as opportunities for industrial development became apparent. Kilbourn and Juneau were actively competing for settlers in 1839, a period of depression in the city. Kilbourn gave a German settler some property in the center of his plat. Word spread, and soon other Germans moved into the area. They were drawn by the desire to be among those of similar language and customs and the promise of jobs within easy walking distance of homes. By 1850 Germans were the dominant group in the area, comprising 44 percent of the population of the Second Ward in 1850.

Political revolution and economic troubles in Germany led to a mass migration in the 1860s and 1870s. The reputation of Milwaukee as a hospitable city for Germans brought many immigrants through the 1880s. The result was a distinct German-speaking community that was a city in itself. German customs, language, newspapers, and institutions were important forces in Milwaukee well into the twentieth century. It should be emphasized that the creation of these communities and their continuation

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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 13

HISTORICAL DEVELOPMENT (continued)

was a matter of choice, for as a group the Germans were quite prosperous and could have lived wherever they chose in the city. They were not forced into a ghetto, as some later immigrant groups were.³⁶

The industries established in the area as described previously speak to the importance of German influence. Brewing, in particular, and tanning to a lesser extent, were businesses in which the Germans had considerable skill and experience. Thus, the buildings of many of the tanneries and of the Schlitz and Obermann breweries represent the ethnic values of the district as well as industry and commerce. Additional structures attributable to the ethnic character of the area are the churches and social organizations developed by the Germans. The St. Johannes Von Nepomuk Rectory at Court and Fourth Streets (MI 58-29), the St. Francis Roman Catholic Church complex at 1927 North Fourth Streets (MI 55-7,8,9), and the Second German Episcopal Church at 140 West Garfield Avenue (MI 48-12) are examples of religious structures built to serve the spiritual needs of the German-speaking residents of the area. There were several more German and Polish churches in the area in 1860-1890, but these have all been demolished.

One other structure remains as a landmark to the early ethnic composition of Brewers' Hill/North Third Street: the German Branch of the YMCA at 1702 North Fourth (MI 25-1), built as a residence by businessman F. Baasen in 1874. The YMCA acquired the building in 1887 and built a gymnasium addition in 1889. The YMCA later became Mt. Sinai Hospital, serving Jewish immigrants in the district.³⁷

The second ethnic group of major importance in the district were the Jews. Jews were among the earliest traders in Milwaukee, going back to 1804 when Jacob Frank, an English Jew, traded with the Milwaukee Indians. By 1844 there were several Jews in the city and by 1850 there were at least 70 Jewish families. In 1855 most of Milwaukee's Jews lived in German Town. Most of the Jewish immigrants were from Germany, and they were easily assimilated into the neighborhood. There was some prejudice, but generally similarities of language and custom outweighed differences in religion. Jewish residents were considered industrious and were heavily involved in neighborhood politics and other activities. Most of the Jewish residents worked in mercantile establishments; very few were involved in industry.

Anti-Semitism did not take root in Milwaukee until the 1880s and 1890s when the German Jewish influx was replaced by a flood of Jews from Eastern Europe and Russia. Differences in language and habits resulted in a gulf of substantial proportions developing between the established German residents and the newcomers. The established German Jews founded relief agencies to attempt to deal with the new masses. There were few jobs available to Eastern European and Russian Jews, and few houses. Some relief agencies encouraged sponsoring groups to reduce the number of these later immigrants being sent to Milwaukee.

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date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 14

HISTORICAL DEVELOPMENT (continued)

By 1895 there were 2,500 to 3,000 Russian Jews in the city, mostly in the second and sixth wards (Brewers' Hill was initially the second ward, but in 1856 it became the sixth ward) from North Third Street west. Polish and Rumanian Jews also settled in this area. A Jewish ghetto was created by the tight housing situation and the low status of the newcomers. It was bounded by North Third Street, Galena Street, Juneau Avenue, and Sixth Street. By 1905, this was considered a problem area. The ghetto had enlarged to an area bounded by Third, Thirteenth and Vliet Streets and North Avenue. The housing stock, 80 percent of which was wood frame and built prior to 1890, was labeled substandard. Most properties were rental, with few owner-occupants. The more established Germans and Jews moved elsewhere and the ghetto expanded to the north and west to fill the gaps. Long-time residents were alarmed at the changing nature of their neighborhoods, as German church congregations dwindled and ethnic businesses and services followed the more prosperous who left. By the 1920s, immigrants who had the ability and the money moved elsewhere in the city. Greeks and Italians took their place. It wasn't until after World War II, however, that the sixth ward ceased to be the center of Milwaukee's Jewish population.³⁸

The Brewers' Hill/North Third Street area is today predominantly occupied by Blacks. The first Black to arrive in Milwaukee was discussed previously. Two Black households were established in the district by 1860 at the northwest corner of Fifth and Vliet Streets. It was hard for Blacks to find work in the ethnic-dominated industries of the area; thus, the Black population remained small. Those who did reside in the area were successful, with many being self-employed businessmen. Blacks moved into the area in large numbers as Eastern European and Russian Jews left in the 1920s and 1930s. Changes in European immigration laws in the 1920s restricted the flow of newcomers from the traditional sources of labor. However, industry was expanding tremendously at that time. The demand for laborers was met by Blacks, who became the dominant ethnic group in the area by World War II. Since then, the Black community has grown in numbers and strength.

Neighborhood Development

The residential stock and neighborhoods of the Brewers' Hill/North Third Street area represent a microcosm of the city. Families of all economic levels resided in the district. Laborers and executives lived in close proximity to each other and to the mills, tanneries and breweries where they worked. In general terms, houses ranged from the small, frame laborers' cottages of 2100-2200 North Buffum Street to the sumptuous executive homes of Uihlein Hill, none of which remain standing today.

The most prominent area was that on the high ridge between Walnut, Cherry, North Fifth, and North Third Streets. A plot in this area was designated by Byron Kil-

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**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 15

HISTORICAL DEVELOPMENT (continued)

bourne as the Courthouse Square for the new city growing up around it. When the courthouse site was established on the east side in Juneautown, the square remained undeveloped until the Humboldt School was built in 1876 (the Golda Meir School now occupies the site.) Around this square and in the immediate vicinity were built some of the first and some of the finest residences in the city. In 1844 Benjamin Church, an early contractor and carpenter, built a fine Greek Revival house at 1533 North Fourth Street. Long considered one of the best houses of that style in Milwaukee, the house was moved to Estabrook Park in 1939 when it was threatened with demolition. In 1851 flour mill owner and industrialist, Cicero Comstock, built a mansion and a rotary spade factory between Fourth and Fifth Streets on Galena. The residence was a large, elegant Italianate structure which no longer stands. For a time, the high ground surrounding it was known as Comstock Hill.⁴⁰

As Germans came to outnumber early Yankee settlers, the hill came to be the residence of choice for prosperous German merchants and industrialists. John Schroeder, the lumber dealer, built a mansion at 504 West Galena. The family who would be forever associated with the site, however, was the Uihlein clan. The five Uihlein brothers, all associated with the Schlitz Brewery, built large, impressive residences within a few houses of each other. Other wealthy Germans filled in the gaps. Alfred Uihlein built a house at 1639 Fifth Street in 1887. Brother Henry constructed a masonry house, complete with ballroom, stained glass, murals and gold leaf at 437 West Galena Street, at a cost of \$120,000, an impressive sum in those days. August and Joseph Uihlein each built a house elsewhere on Galena Street, while William built a masonry residence on North Fourth Street. The domination of this piece of ground by the Uihlein family led to the names "Uihlein Hill" and "Brewers' Hill." None of the houses remain today.⁴¹ In fact, the only vestige of the once elegant area is the Gothic Revival rectory of the Czechoslovakian St. John de Nepomuc Society built in 1859 (MI 58-29). Once one of several buildings in the society's complex, the rectory stands across from the school, and in the shadow of the Schlitz complex on the east and an urban renewal industrial park on the west.

An early concentration of middle class houses can be seen in a collection of brick Italianate houses scattered along the river bluff east of North Third Street. These houses, many built of cream brick, are among the oldest buildings remaining in the area. Most were built between 1850 and 1860 by Yankee or German businessmen who walked down the bluff to their offices in the brewing, tanning, and milling establishments along the river and canal. Close by are smaller two-story brick houses of the same period but of a slightly lower economic class. Dispersed among these houses, often behind them, are numerous one-story cottages of wood frame construction, built slightly later by German and Polish immigrants who worked in the valley. These cottages were small and cramped, but they represented the intense desire, especially on the part of the Poles, to own their own homes.

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**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 16

HISTORICAL DEVELOPMENT (continued)

First and Second Streets were the earliest residential streets to develop after the Cherry-Walnut area. Along the streets south of Vine were a mix of industrial and commercial structures and a few residences. Between Walnut and Vine Streets were such concerns as timber storage yards and the F. Mayer Boot and Shoe Company (MI 25-24). From Vine Street north to Reservoir were frame structures on good-size lots interspersed among the earlier brick houses described above. Some larger lots were broken into two lots which contained closely-built frame and brick veneer residences and cottages.

Along North First and Second Streets, from Reservoir Avenue north to North Avenue, houses were newer and larger. Those on North First Street tended toward simple design and construction on lots of moderate size, while those on North Second Street were more widely-spaced, more often built of masonry and more complex in design. North of North Avenue, in an area developed beginning around 1890, one finds larger houses on large lots. The residences feature complex massing while still being of frame construction. Whether small and simple or large and fancy, most houses were occupied by families whose breadwinner walked to work. Edward Schuster, the department store owner, is a good example, living in a brick veneer house at 2576 North First Street built in 1901. He could have lived in the city's finest residential neighborhoods, but he chose to be close to his business, among other prosperous (and not-so-prosperous) Germans. Gustav Obermann, president of Obermann Brewing and Bottling, lived at 1825 North First Street and could walk to his brewery only a few blocks away. Many of the large homes on North First and Second Streets north of North Avenue were designed by prominent German architectural firms like Otto C. Uehling and Carl L. Linde or Henry Messmer, and built by German contractors who lived in the neighborhood like Paul Vogt who resided at 2344 North First Street (MI 46-9).⁴³

Further east, along Palmer and Booth Streets and the streets between, lots and houses tended to be smaller, with many cottages and alley houses. Corner stores and taverns were more frequent as the distance to North Third Street increased. Most of the houses date from the 1870s to the 1890s, with modest Queen Anne cottages occasionally interrupted by more elaborate two-story Queen Anne residences and a few later Colonial Revival dwellings. Along the western edge of Kilbourn Park, a unique "compound" of 10 or more houses was squeezed onto a very small amount of land. Several dwellings faced the park with no direct access to a street. To the east of the park, there are two square blocks of primarily residential lots that are more closely tied to the residential area to the north than to the study area. They consist of mostly small-scale residential buildings, some one- and some two-story interspersed with a few commercial, industrial, and service structures.

West of North Third Street, there is little left of the Jewish ghetto described

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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 17

HISTORICAL DEVELOPMENT (continued)

previously. Aside from a two-block area around Garfield School and portions of North Fourth and Fifth Streets between Brown and Walnut Streets, most remnants of the original residential stock have been demolished by urban renewal projects. What remains is a mixed group of single-family houses, a few row houses and some apartment buildings. Some of these are quite fine architecturally.

Although the vast majority of dwellings within the study area are single-family, there are many "Milwaukee duplexes" including some of the finest architectural specimens in the district. There are, in addition, the aforementioned rowhouse examples, and a few moderately-scaled apartment buildings, most clustered near North Third Street and North Avenue.

Parks and Recreation

Kilbourn Park today represents the only close-by recreational facility for the neighborhood. Kilbourn donated the land to the city in 1868; thus, it became the first publicly owned park in the city, though it was not developed until later. The city constructed a reservoir north of the river between Booth and Bremen Streets. The 5,000,000 gallon reservoir held water pumped from Lake Michigan. The reservoir was a key element in the municipal water system, designed in 1871 and implemented in 1872. In 1873 the reservoir was completed and filled; and in the same year the city formulated plans to beautify the grounds around it. A landscape architect named Brotherhood, who also designed Courthouse Square and apparently lived in the North Third Street area, prepared the plans. The park consists of 30 acres of land, and commands fine views of the city and river from the bluff at its southern end.⁴⁴

Prior to the creation of Kilbourn Park and to the complete industrialization of the Milwaukee River valley adjacent to the district, the Milwaukee River itself was a recreational resource of considerable importance to the neighborhoods nearby and to the city. According to "On the Old Milwaukee River," an essay written by L. W. Herzon in 1953, contained in the Historical Messenger, the river at one time:

. . . saw many activities and events such as water carnivals, Venetian nights, regattas, water polo games, swimming contests and the like. The most colorful beyond question were the Venetian nights, and here the canoes, because of their numerical superiority, played the most important role. Decorated barges towed by steamboats were a colorful contribution, but it was the long lines of graceful canoes, each decorated and carrying Japanese lanterns or other lights, and tied together so that they could be towed up and down the river, gave the night its magical spell.⁴⁵

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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 18

HISTORICAL DEVELOPMENT (continued)

Most of the recreational use of the river was confined to the area behind, or north of, the North Avenue bridge, in the backwaters created by the Rock River Canal dam. Although this area is just outside of the study area at its northeast corner, there is little doubt that the residents of the district utilized the pastoral beauty and recreational possibilities of the river at that point. According to a writer in Milwaukee's Great Industries, River Park, which was comprised of 24 acres of land along the banks of the river above the dam, was:

. . . picturesque, nestled in the valley and completely sheltered from the storms that occasionally sweep over the big lake. The Milwaukee River above the dam is a miniature Hudson, with overhanging bluffs on either side

The bluffs rose 60 feet above the river, and were heavily wooded and dotted with springs. That such a pristine scene could exist not more than a few hundred feet from the teeming mile-long industrial district below the dam seems far-fetched; yet steamboats of the O'Connor Boat Line operated from a dock on the east bank of the river just north of North Avenue bridge, carrying 50 to 75 passengers apiece on a 40-minute boat ride which one writer compared to a leisurely barge ride along the Rhine. Canoes, water bicycles, row boats and steamboats were all available along the river. The Cream City Rowing Club and other boat clubs sponsored rowing competitions. Several swimming schools and competitive swim clubs crowded the banks behind the dam. There was good fishing, and the river was a place of seclusion into the 1870s.⁴⁶

Summary

The Brewers' Hill/North Third Street area has been described as a city within a city, in that it contained within its boundaries industry, commercial areas, elite and working class residential areas, parkland, schools, and churches. Topography, transportation and speculation all played a part in its composition, as did the dominance of a single ethnic group through much of its history. The area developed over a period of 100 years, from the 1840s to the 1940s. The district was essentially built up by the 1870s, with only a few vacant lots to be seen on plat and insurance maps of the day. From 1880 onward, development consisted mainly of industrial expansion and rebuilding, as well as enlargement of commercial structures and the building of the residential development north of North Avenue. By 1900 the Menomonee Valley surpassed the Milwaukee Valley as the center of heavy industry in the city. As the ethnic stability of the district was disrupted by later waves of immigrants, much of the community sense of place was lost. By the 1930s the residential stock was considered poor and the neighborhood deteriorating. Efforts were made in the 1950s to halt the decline through urban renewal programs. The

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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 19

HISTORICAL DEVELOPMENT (continued)

success of these programs remains to be seen. Certainly, the closing of the Schlitz Brewery and Gimbel's, as well as other industries and businesses, provides no stimulus for improvement. Because there is still much in the area to remind residents and visitors of its history, including hundreds of architecturally distinctive buildings and the district's unique topography and natural attributes, there remains a sound base upon which to build in the future.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 20

RESOURCES INCLUDED IN THE NOMINATION

Included in the multiple resource nomination are seven individual properties, one group of building's and five historic districts. Of the seven individual properties, the Garfield Avenue School (MI 61-16), the Geiger Horseradish Factory (MI 34-21) and the William Steinmeyer Houses (MI 24-27, 28) are nominated solely for architecture, and the St. John De Nepomuc Rectory (MI 58-29); Golda Meir School (MI 58-30); F. Mayor Boot & Shoe Company (MI 25-24); and Baasen House (MI 25-1) are nominated for both architecture and history. The Kilbourn Reservoir and Park (MI 62-22) is nominated solely for history. All six historic districts are nominated for both architecture and history.

Types of structures nominated are varied and offer a wide cross section of the architecture in the Brewers' Hill area. The 7 individual properties include 2 residences, 1 church, 2 schools, 1 industrial structure, and 1 part/reservoir. The historic districts are also quite varied. Two of these, the North First Street Historic District and the Vine-Reservoir Historic District, are almost exclusively residential groupings, the former encompassing 201 buildings and the latter having 103 buildings. Another district, the North Third Street Historic District, is almost exclusively commercial properties, comprised of 99 structures. And the fourth district is industrial; the Joseph Schlitz Brewing Company Historic District includes 15 buildings, all industrial structures.

The nominated residential properties, those both individually eligible and those in districts, reflect a wide spectrum of architectural styles and economic levels in the Brewers' Hill community. The buildings range from the vernacular and Italianate style cream brick houses of the Vine-Reservoir Historic District, to the embellished Queen Anne and Colonial designs in the North First Street Historic District. Examples of the former are the Italianate houses at 1826 North Second Street (MI 50-4) and 1825 North Second Street (MI 47-21). These represent examples of the earliest surviving development period in the Brewers' Hill area, when business and industry was striving to become established and housing was constructed in close proximity. Examples from the North First Street Historic District are the Charles Stolper, Jr. House at 2463 North First Street (MI 29-28, 27) and the Edward Schuster House at 2576 North First Street (MI 27-19); both are outstanding examples of Late Victorian embellishment by owners who had become successful businessmen, not only in their immediate neighborhood, but in the larger Milwaukee community as well. Of the two residential districts, it is the North First Street Historic District which offers the greatest variety of architectural styles, including Queen Anne Colonial Revival, Craftsman, and a very significant group of residences strongly influenced by the German Renaissance with Flemish details. These houses, located at 2546 (MI 27-24), 2550 (MI 27-23); and 2558 (MI 27-22) North First Street are excellent examples of early twentieth century residences. They are especially significant architecturally to the Brewers' Hill area because they reflect the German heritage of the neighborhood. The gables on these houses are very reminiscent of the forms and decoration of the elaborate seventeenth century gables of the German Renaissance period.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 21

RESOURCES INCLUDED IN THE NOMINATION (continued)

The commercial and industrial architecture, which are the other primary uses represented by this nomination, also reflect a range of ages and styles. Much of the North Third Street Historic District includes middle and late Victorian designs which are lavishly embellished two-story storefronts, such as the two buildings at 2000-02 (MI 36-26) and 2004-06 (MI 36-25) North Third Street. However, at the north end of the district, later development utilized other styles reflecting the shift in taste and/or functional considerations which took place at the turn of the century. Schuster's Department Store at 2153 North Third Street (MI 38-35) is an excellent example of the functionalism represented by the Commercial Style, with the expression of structure and large glazing areas. And nearby, at 2208-18 North Third Street, is the Dorsen Office Building (MI 36-13), an outstanding example of the Neo-Classic Revival style rendered in glazed terra cotta. Interestingly, many of the Victorian commercial buildings have stepped parapets on their street elevations to form gables, displaying a German Renaissance flavor.

This same German architectural heritage is also evidence in the Joseph Schlitz Brewing Company Historic District. Many of the buildings have stepped gables similar to but often even more embellished than, the North Third Street commercial buildings. The most flamboyant of these, and the one expressing the most direct lineage to the German Renaissance, is the Schlitz Refrigerator Building (MI 34-34) at the northeast corner of North Third and West Galena Streets; the stepped gable and the double domes are quite unique. The other prevalent style utilized by several Schlitz buildings, particularly the malt houses, is the Moderne style. Probably the best example is the one facing West Walnut Street (MI 34-23); it is a subtle but strong structural statement of great beauty.

Several significant institutional buildings round out the range of architectural styles in the Brewers' Hill area. The St. John de Nepomuc Rectory (MI 58-29) on North Fourth Street at West Court is a very interesting and unique Gothic Revival design, while the St. Francis of Assisi Church (MI 55-8) at 1927 North Fourth Street near West Brown is a fine example of the Romanesque Revival style. And certainly the most outstanding

Romanesque building nominated is also a public building, the Golda Meir School (MI 58-30), at 333 West Galena Street. Its two-story tall round arch openings and multiple gables create a significant architectural resource.

In addition to its architectural significance, the Joseph Schlitz Brewing Company Historic District is recognized for its importance nationally as an early giant of the brewing industry. Founded in Milwaukee by a German immigrant named August Krug, the small neighborhood business grew under the management of Joseph Schlitz, and subsequently the Uihlein family, to become the largest U.S. brewery during the 1880s and 1890s. It produced more barrels of beer than any other brewery during this period and developed an international distribution. As a leading brewer, the Joseph Schlitz Brewing Company is also significant as a pioneer in the use of innovative equipment in the industry.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation sheet The Historic Resources of the North Third Street/Brewers' Hill
Area, Milwaukee, Wisconsin Item number 8

Page 22

RESOURCES INCLUDED IN THE NOMINATION (continued)

Together, the individual sites and historic districts included in this nomination are significant both at the scale of the immediate neighborhood, which initially grew as a self-contained German-American community, and at the scale of the entire city of Milwaukee, since the area provided a diversified industrial base for the larger community.

EXP. 10/31/84

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

**National Register of Historic Places
Inventory—Nomination Form**

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 23

PLANNING, PRESERVATION AND RESTORATION ACTIVITIES

A Historic Preservation Survey and Planning Project including an Intensive Survey of the North Third Street/Brewers' Hill Study Area historic resources was prepared. This multiple resource nomination has been developed from that effort. It was initiated by the Milwaukee Department of City Development in order to inventory, document and nominate the historically and architecturally significant properties of the study area. As part of this work, a separate document was prepared which evaluated the commercial core of the study area--a six block long commercial district along North Third Street. This urban design task evaluated existing commercial buildings, classified them in accordance with their condition, style and potential and, through the use of case studies and guidelines, offered suggestions for improvement of these buildings within the commercial district.

The work that has taken place has been useful both in documenting the resources of the study area, as well as gauging the level of activity that has taken place throughout the entire study area. The notable events that are taking place occur in varying intensity. At one extreme, the survey effort observed numerous individual property owners' efforts to improve their property both in the commercial and residential areas. These improvements ranged from the maintenance needs of buildings to scattered attempts at preservation-motivated activity. No doubt, many of these efforts could be enhanced by a more widespread housing rehabilitation program for those residential property owners inclined in that direction.

In the commercial area, the majority of improvements were of a maintenance nature where the typical denial of the storefront zone has created obvious contrasts from the more intact upper stories. The opportunities for educating the public can be enhanced by widespread use of the urban design guidelines report which includes suggestions for appropriate historic district preservation-related change. The North Third Street report, in combination with an effective facade loan fund, could make an impact on future efforts.

Two significant changes were noted in the survey process. One is the development of low-density residential housing in the West Lloyd/North Fifth Street area where a replanting has transformed urban blocks into a series of large building sites for single family homes. Given the character and scale of the rest of the study area, it is hoped that this isolated change would not be encouraged.

A second major and significant change is seen in the Schlitz complex where evidences of change can be seen and where the greatest potential exists for both adaptive modification of the area and to utilize the benefits of the Economic Recovery Tax Act.

In general, the diversity of the study area offers a variety of preservation efforts from single family residential to large multi-use complexes and programs in existence can be applied here to accomplish a variety of preservation goals.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 24

AREA OF SIGNIFICANCE: ARCHITECTURE

The architectural resources included in the multiple resource nomination represent types, styles, periods, and methods of construction that record the progress of architecture in Milwaukee's Brewers' Hill from the period of the 1840s to 1934. Residential properties are dominant, but there are industrial and commercial areas included in the six historic districts. The residences provide examples of Greek Revival (1818 North Palmer Street, MI 21-24). Italianate (1826 North Second Street, MI 50-4), Queen Anne (Wenzel/Fietzner House, 2357 North First Street, MI 29-37), Colonial Revival (2609 North First Street, MI 29-9), Flemish/German Revival (2546 North First Street, MI 27-22), Bungalow (2417 North Second Street, MI 55-12), and Craftsman (George J. Engelhardt House, 2558 North Second Street, MI 56-19). The North First Street Historic District contains mostly late nineteenth and early twentieth century structures, while the Vine/Reservoir Historic District contains a much wider time span of housing types. Many of the buildings in Vine/Reservoir are the earliest of the Brewers' Hill homes. Industrial structures are represented by the Joseph Schlitz Brewing Complex Historic District. These buildings highlight a wide range of styles from Italianate through Moderne and International. The main facade, facing North Third Street, is Italianate; the Malt House at Third and Court Streets is late Victorian, while the Brewing House at 213 West Galena Street (MI 34-32) is Romanesque in style. The North Third Street Historic District contains many fine examples of nineteenth century commercial architecture. Mostly Italianate (Herman Mayer Building, 2000-02 North Third Street; MI 36-26) there are, however, fine twentieth century examples such as 2215 North Third Street (MI 36-1). Institutional buildings such as the Garfield Avenue and Golda Meir Schools represent the Romanesque Revival style of architecture (MI 56-1 and 58-30). Church architecture in the area displays a variety of Gothic Revival styles. Early Gothic is represented by St. John de Nepomuc Rectory, Court and Fourth Streets (MI 58-29). The Epiphany Lutheran Church at 2600 North Second Street (MI 56-22) is Norman Gothic in style. The Romanesque Revival style is seen in the St. Francis of Assisi Church complex at North Fourth Street and West Reservoir Avenue (MI 58-8).

Several notable architects worked in the Brewers' Hill area. Henry Messmer designed a number of residences and duplexes in the North First Street Historic District. Messmer was a Swiss-born, German-trained designer, who came to Milwaukee in 1866. Henry C. Koch was another notable architect working in the area. He was German-born and designed many important public buildings in the city. In Brewers' Hill, he worked on both the Golda Meir and Garfield Avenue Schools. Other notable architects and buildings such as Charles F. Ringer, Charles Stehling, Thomas L. Rose, and Charles Kirchoff (later Kirchoff and Rose) also worked in the nominated area.

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

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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation sheet The Historic Resources of the North Third Street/Brewers' Hill
Area, Milwaukee, Wisconsin Item number 8 Page 25

AREA OF SIGNIFICANCE: COMMERCE

The North Third Street Historic District is nominated for its significant role in the commercial history of Milwaukee. The North Third Street corridor originated as a neighborhood business district, but quickly grew to major importance because of its place on a major road out of the city and to other residential areas from the downtown, and its role in the German community. It was the first major commercial area to emerge outside of the Central Business District, and maintain a special position well into the twentieth century. Of the many retail, wholesale, and service establishments in the district, only two had individual significance outside of the immediate area. Schuster's Department Store, 2153 North Third Street (MI 38-34,35) was one of the three major department store chains in Milwaukee (Boston Store and Gimbel's, who bought out Schuster's in 1961). The store grew from humble origins in a shopfront on North Third Street, to a handsome brick and terra cotta Commercial style building that, with two additions, covered one-half of a city block. Founder Edward Schuster lived a few blocks away on North First Street.

For more information, see the North Third Street Historic District survey form and individual intensive survey forms.

AREA OF SIGNIFICANCE: INDUSTRY

The Schlitz complex, enclosed at North Third and West Walnut Streets, includes several massive structures and covers about six blocks. The buildings represent a variety of styles with a German-influenced Romanesque being predominant. Most of the buildings are of brick. The Schlitz complex represents a successful turn-of-the-century brewery still very much intact, with its functional and industrial hierarchy still in evidence.

The Gallun Tanning Company Buildings at 1863 North Water Street (MI 35-21), is included as the best remaining of the many tanneries that once lined both banks of the Milwaukee River between North Third and Humboldt Avenue. Tanning was once Milwaukee's greatest industry and the Gallun Tannery buildings are excellent examples of the architectural style, materials, and scale common to most second and third-generation tanning plants. It also represents the height of industrial development along the Milwaukee River.

As tanning grew in importance in the area, so did associated industries such as shoe makers. The Mayer Boot and Shoe Company, 116 East Walnut Street (MI 25-24), was a major industry in the area from 1880 through 1937. The present industrial/warehouse structure is the result of several renovations and additions as the company grew from an output of 150 pairs of shoes a day in 1880 to 9,000 in 1910. Frederick Mayer came to Milwaukee from Germany in 1851 at the age of 28 and began a retail business on Water Street. He prospered as the area prospered along with so many other German businessmen.

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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 26

AREA OF SIGNIFICANCE: INDUSTRY (continued)

For more information, see the Schlitz district survey form and the individual intensive survey forms.

AREA OF SIGNIFICANCE: RELIGION

The St. Francis of Assisi Monastery Historic District, 1927 North Fourth Street (Church, Chapel, and Monastery) (MI 55-7,8) and 327 East Brown Street (Convent) (MI 55-9) represent a major religious institution of state significance in Milwaukee's history. the monastery, the first Catholic monastery to be built in Milwaukee and an outgrowth of the first Capuchin order monastery at Fond du Lac, was constructed in the late 1860s. St. Francis grew with the city, prospering through the 1890s as several other buildings were added to the complex. Today, the monastery, the Romanesque Revival brick and stone church, built in 1877 (the second church built on the site and the convent, a two-story brick Colonial Revival building, remain while several buildings, including two schools and original parish hall, have been razed. Another chapel and a garage are located to the west across Fourth Street.

For more information, see the individual intensive survey forms.

AREA OF SIGNIFICANCE: ETHNIC GROUPS

The ethnic character of the North Third Street/Brewers' Hill area is perhaps best seen in the names of past owners of houses, businesses, and industries. However, a few remaining buildings represent the German, Eastern European, and Jewish populations that dominated the area throughout most of its history. Mid-to-late nineteenth and twentieth century churches and associated structures are perhaps the most significant buildings which remain. The St. St. John de Nepomuc Society Rectory between West Court and West Cherry Streets on North Fourth Street, is a cream brick Gothic Revival structure which is the only remaining building of a group of related buildings located on Comstock (later Uihlein) Hill (MI 58-29).

Of the many ethnic societies and clubs that once thrived in the area, the only one remaining is the Baasen House at 1702 North Fourth Street (MI 25-1). It is a three-story cream brick Italianate residence which was converted for use as headquarters of the German Branch of the YMCA from 1888 to 1905. The building continued to have significance from 1905 to 1912 when it became Mt. Sinai Hospital, an institution created to serve the needs of relatively poor Russian and Eastern European Jewish immigrants who were taking the place of Germans as the area's dominant ethnic group.

Industries and businesses also strongly reflect the ethnic character of the area. The Schlitz brewery, Mayer Boot and Shoe, Geiger Horseradish, and the Schuster Department Store all attest to the German character of North Third Street/Brewers' Hill area. The founders of these enterprises lived as well as worked in the district.

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

**National Register of Historic Places
Inventory—Nomination Form**

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date entered

Continuation sheet The Historic Resources of the North Third Street/Brewers' Hill
Area, Milwaukee, Wisconsin Item number 8 Page 27

AREA OF SIGNIFICANCE: ETHNIC GROUPS

For more information, see the individual intensive survey forms and the district survey forms.

AREA OF SIGNIFICANCE: PUBLIC WORKS

As a section of a major city under the ward system of political subdivision, the North Third Street/Brewers' Hill area had few public buildings, and those it did possess were similar in type and architecture to those in other inner-city neighborhoods. The public schools are included in the architectural significance category.

A public work of special significance, perhaps more to the city as a whole than the neighborhood, is Kilbourn Park and Reservoir, bounded by East Meinecke Avenue on the north, North Bremen Street on the west, the Milwaukee River and Commerce Street on the south, and the yards of houses along North Booth Street on the east. Though not developed to this day or possessing significant structures, the park is important as it was the first publicly owned park in what is now considered to be one of this country's finest municipal park systems. Part of the land was acquired by the city in 1868 from Byron Kilbourn. It was utilized initially as the site of the city's first reservoir, part of the first municipal water improvements. The reservoir was constructed in 1872. The reservoir grounds attracted many visitors; this in conjunction with a growing parks movement caused city fathers to see the need to purchase more land, this time for recreation, allowed the Common Council to enlarge the reservoir grounds and to transfer the land for use as a park. The park was expanded in 1872 and 1875 and improved many times after 1872. Although there had been ward parks in the city as early as the 1860s, Kilbourn Park was the first true public city park in Milwaukee.

Although the reservoir has been identified as a significant resource, further information is needed before the individual survey form can be submitted. Therefore, the reservoir is indicated on the maps but is not nominated at this time.

AREA OF SIGNIFICANCE: ASSOCIATED WITH SIGNIFICANT PERSONS

The Vine/Reservoir Historic District and the North First Street Historic District are nominated in part for their associations with significant persons. The Vine/Reservoir District was one of the city's first permanent residential neighborhoods, clearly distinct from (although close by) the major industrial and commercial sections of the area. Significant individuals who resided in the district included industrialists like Caspar Sanger (founder of Sanger, Rockwell, and Co., one of the nation's leading sash, door, and blind manufacturies), professionals like attorney Baron Von Cotzhausen, and local politicians like Mayor Joseph Phillips. The North First Street District was an overwhelmingly German-American enclave, home to prosperous merchants, industrialists, business leaders, and professionals whose offices were often located within the Brewer's Hill area. Residents included such distinguished Milwaukee citizens as Edward Schuster, owner of the Schuster Department Store company; industrialists Charles Stolper and Frank Skobis; architects, doctors, and politicians including Victor Berger, a national leader of the Socialist Party and the first Socialist to serve in the U.S. House of Representatives.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 8

Page 29

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3. James Buck, Pioneer History of Milwaukee, Vol. 1 (Milwaukee: 1876), pp. 46-49. City Directories, Milwaukee Sentinel Indexes.
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13. Conzen, pp. 126-135, 143-147.
14. Garber, pp. 14-16.
15. Discover, pp. 11-12.
16. Garber, pp. 17-21.
17. Garber, p. 23.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 30

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill
Continuation sheet Area, Milwaukee, Wisconsin Item number 8 Page 31

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For NPS use only

received

date entered

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Continuation sheet Milwaukee, Wisconsin

Item number 9

Page

1

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Milwaukee, Wisconsin Item number 9 Page 2

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National Park Service

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Inventory—Nomination Form**

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Continuation sheet The Historic Resources of North Third Street/Brewers' Hill Area
Milwaukee, Wisconsin Item number 9 Page 4

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National Park Service

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Inventory—Nomination Form**

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Continuation sheet Area, Milwaukee, Wisconsin Item number 9

Page 8

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**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Historic Resources of the North Third Street/Brewers' Hill

Continuation sheet Area, Milwaukee, Wisconsin Item number 9

Page 9

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United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

AUG

2

Continuation sheet

Item number

Page 1 of 2

Multiple Resource Area
Thematic Group

dnr-11

Name Brewers' Hill Multiple Resource Area

State Milwaukee County, WISCONSIN

Nomination/Type of Review

Date/Signature

1. Schlitz, Joseph, Brewing Company
Historic District

Substantive Review
Determined Eligible 8/2/84
Keeper

Cover 8/2/84
Eligible - Beth Groover 8/6/84

DOE/OWNER OBJECTION Attest

2. St. Francis of Assisi Historic
District

Substantive Review
Determined Eligible 8/2/84
Keeper

Eligible - Beth Groover 8/6/84

DOE/OWNER OBJECTION Attest

3. St. John De Nepomuc Rectory

Substantive Review
Determined Eligible 8/2/84
Keeper

Eligible - Beth Groover 8/6/84

Attest

4. Gallun Tannery Historic District

Entered in the
National Register

for Keeper

Attest
Melrose Byers 8/2/84

5. North First Street Historic
District

Entered in the
National Register

for Keeper

Attest
Melrose Byers 8/2/84

6. North Third Street Historic
District

Entered in the
National Register

for Keeper

Attest
Melrose Byers 8/2/84

7. Vine-Reservoir Historic District

Entered in the
National Register

for Keeper

Attest
Melrose Byers 8/2/84

8. Baasen House-German YMCA

Entered in the
National Register

for Keeper

Attest
Melrose Byers 8/2/84

9. Fourth Street School

Entered in the
National Register

for Keeper

Attest
Melrose Byers 8/2/84

10. Ketter, Frederick, Warehouse

Entered in the
National Register

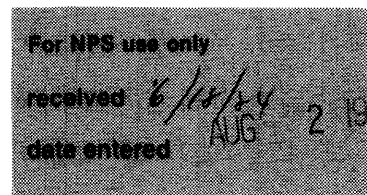
for Keeper

Attest
Melrose Byers 8/2/84

Attest

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation sheet

Item number

Page 2 of 2

Multiple Resource Area
Thematic Group

Name Brewers' Hill Multiple Resource Area
State Milwaukee County, WISCONSIN

Nomination/Type of Review

Date/Signature

11. Mayer Boot and Shoe Company
Building

for
Keeper

Melores Byers 8/2/84

Attest

12. Public School No. 27

for
Keeper

Melores Byers 8/2/84

Attest

13. Steinmeyer, William, House
(1716-1722 N. 5th St.)

for
Keeper

Melores Byers 10/11/84

Attest

14. Steinmeyer, William, House
(1724-1730 N. 5th St.)

Substantive Review

for
Keeper

Beck Gissner 10/11/84

Attest

15.

Keeper

Attest

16.

Keeper

Attest

17.

Keeper

Attest

18.

Keeper

Attest

19.

Keeper

Attest

20.

Keeper

Attest