NPS Form 10-900
(January 1992)
Wisconsin Word Processing Format (Approved 1/92)

OMB No. 10024-0018

United States Department of Interior
National Park Service

851

National Register of Historic Places Registration Form

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

1. Name of Property

historic name Pittsburgh Plate Glass Enamel Plant
other names/site number

2. Location

street & number	201 East Pittsburgh Avenue						N/A	**not for publication**	
city or town	Milwaukee						N/A	**vicinity**	
state	Wisconsin	**code**	WI	**county**	Milwaukee	**code**	079	**zip code**	53202

3. State/Federal Agency Certification

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

Signature of certifying official/Title — Date: Sept 1, 2009

State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

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

Signature of commenting official/Title — Date

State or Federal agency and bureau

Pittsburgh Plate Glass Enamel Plant	Milwaukee County	Wisconsin
Name of Property	County and State	

4. National Park Service Certification

I hereby certify that the property is:

✓ entered in the National Register.
___ See continuation sheet.
__ determined eligible for the National Register.
___ See continuation sheet.
__ determined not eligible for the National Register.
___ See continuation sheet.
__ removed from the National Register.
__ other, (explain:)

Edson H. Beall — 10-21-09

Signature of the Keeper — Date of Action

5. Classification

Ownership of Property (check as many boxes as as apply)

X private
public-local
public-State
public-Federal

Category of Property (Check only one box)

X building(s)
district
structure
site
object

Number of Resources within Property (Do not include previously listed resources in the count)

contributing	noncontributing	
1		buildings
		sites
		structures
		objects
1	0	total

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

N/A

Number of contributing resources is previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

INDUSTRY/PROCESSING/ EXTRACTION/
Manufacturing Facility

Current Functions
(Enter categories from instructions)

VACANT/ NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions)

Moderne

Materials
(Enter categories from instructions)

Foundation Concrete
walls Brick
roof Concrete
other Ceramic Tile

Narrative Description

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

8. Statement of Significance

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

_ A Property is associated with events that have made a significant contribution to the broad patterns of our history.

_ B Property is associated with the lives of persons significant in our past.

X C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

_ D Property has yielded, or is likely to yield, information important in prehistory or history.

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

Property is:

_ A owned by a religious institution or used for religious purposes.

_ B removed from its original location.

_ C a birthplace or grave.

_ D a cemetery.

_ E a reconstructed building, object, or structure.

_ F a commemorative property.

_ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

Architecture

Period of Significance

1937

Significant Dates

1937

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Eschweiler & Eschweiler
W.W. Oeflein Inc. (builder)

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

9. Major Bibliographic References

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

Previous Documentation on File (National Park Service):
X preliminary determination of individual listing (36 CFR 67) has been requested
_ previously listed in the National Register
_ previously determined eligible by the National Register
_ designated a National Historic landmark
_ recorded by Historic American Buildings Survey #
_ recorded by Historic American Engineering Record #

Primary location of additional data:
X State Historic Preservation Office
_ Other State Agency
_ Federal Agency
_ Local government
_ University
X Other
Name of repository: Milwaukee Public Library

10. Geographical Data

Acreage of Property 1.5 acres

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

1	16	0425958	4764447	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2				4			
	Zone	Easting	Northing		Zone	Easting	Northing

☐ See Continuation Sheet

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

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

11. Form Prepared By

name/title	John M. Tess, President				
organization	Heritage Consulting Group			**date**	March 2009
street & number	1120 NW Northrup Street			**telephone**	503-228-0272
city or town	Portland	**state**	OR	**zip code**	97209

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

Photographs Representative black and white photographs of the property.

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

Property Owner

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

name/title	Tom DeMuth,				
organization	LDC - 201 Pittsburgh, LLC			**date**	March 2009
street & number	2140 North Prospect Avenue			**telephone**	414-372-7515
city or town	Milwaukee	**state**	WI	**zip code**	53202

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

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

SUMMARY

The Pittsburgh Plate Glass Enamel Plant (PPG Enamel Plant) is located at 201 E. Pittsburgh Avenue in the Harbor View Neighborhood in the City of Milwaukee, Milwaukee County, Wisconsin. It was built for the Pittsburgh Plate Glass Company Paint and Varnish Division as an industrial building where the company manufactured enamel paint. The four-story concrete and brick industrial building was constructed in 1937 and designed by the Milwaukee architectural firm of Eschweiler & Eschweiler. Stylistically, it may be categorized as MODERN PERIOD – Art Moderne.

Setting

The PPG Enamel Plant is located in an industrial area approximately one mile south of downtown Milwaukee. This neighborhood is generally bordered by the Menomonee River to the north and east; across the river to the north is the Historic Third Ward District, an urban shopping and restaurant district; across the river to the east is the Marcus Amphitheatre, an outdoor music venue on the shore of the Milwaukee Bay. On the south, the neighborhood is bordered by Florida Street, and on the west the Chicago, Milwaukee, St. Paul Railroad yards and Highway 32. Further south and west are industrial buildings and warehouses.

Historically, this area was industrial with easy access to the ports and railway. Today, the area is in the midst of a transition with a mix of warehouse and commercial uses blending with newer residential and retail uses. Included in this revival is new residential construction which is concentrated to the north along the river. The existing buildings in the area are a mix of early 20th century mid- to low-rise industrial structures, while new construction is largely mid-rise residential.

The PPG Enamel Plant is located at the southeast corner of the intersection of E. Pittsburgh Avenue and S. Barclay Street. Pittsburgh on the north is an east-west running two-way which couples with S. 1st Street one block west of PPG Enamel Plant to form Highway 32. Highway 32 is an arterial street which runs north-south through Milwaukee. Barclay is a two-way north-south side street.

The Enamel Plant is located on lot 1 in the northwest corner of parcel 1. Across Pittsburgh to the north is a two-story early 20th century brick bus repair shop which has been converted into retail. To the west across Barclay is a one-story masonry warehouse. To the south across an alleyway is a five-story masonry industrial building. Directly to the east is a vacant parcel that is bordered by a five-story brick building built in 1922.

Site

The Enamel Plant is located on an irregular 66,449 square foot parcel that measures 183.55 feet north by 336.41 feet east by 197.11 feet south and by 321.5 feet west. The lot is generally flat. The Enamel Plant is built to the lot line along the north and partially to the west. The remainder is a vacant dirt lot with no character-defining landscape features.

Structure

The Enamel Plant is four-stories with a full basement. The structure measures 199.5 feet north-south by 60 feet east-west and is 49 feet tall. It is composed of cast-in-place concrete flat slab with round concrete columns on each floor laid in a rectilinear grid. In form, the Enamel Plant has an irregular footprint; it is essentially a rectangle with a rounded northwest corner and a small one-story bump out to the south which contains the loading dock.

Exterior

The four-story PPG Enamel Plant is an industrial building with an Art Moderne style on the exterior with two street-facing facades, one on the north and the second on the west. These primary facades are highlighted with streamlined brick ornamentation and are similar in form, materials, and design plate. These meet at the northwest corner to form a prominent rounded Art Moderne Carrara glass tower ornamentation. The east and south facades are secondary and utilitarian, void of ornamentation. The roof is flat with a low-rise parapet wall.

North Elevation

The larger of the two primary facades faces north onto Pittsburgh Avenue and is faced with brick laid in a Flemish bond. The elevation is articulated horizontally with bands of fenestration. Continuous wide masonry bands divide the fenestration and provide a streamlined effect. There are nine nearly identical bays of windows. The ground floor has no door openings and has a narrow upper band of fenestration. The cornice is composed of geometric brickwork that meets the metal parapet cap.

Fenestration is paired in twos and threes with vertical geometric brick piers separating the window bays. The windows are framed with a continuous cast concrete sill at the base and a soldier lintel course. The windows are original. The ground floor windows are eight-light steel sash in metal frame windows. These windows are positioned in the upper portion of the ground floor bay. The upper floor windows are sixteen-light steel sash in steel frame windows and twenty-light steel sash in steel frame windows with a central awning section.

West Elevation

The smaller of the two primary façades faces west onto Barclay Street and continues the form, materials, and design plate of the north elevation. The building is articulated horizontally with bands of fenestration defining the elevation. Continuous wide masonry bands divide the fenestration and provide a streamline affect. There are two nearly identical bays of windows. The ground floor currently has no door openings and has a narrow upper band of fenestration.

Fenestration is paired in twos and threes with geometric brick piers separating the window bays. The windows are framed with a continuous cast concrete sill at the base and a solider lintel course. The windows are original. The ground floor windows are eight-light steel sash in metal frame windows. These windows are positioned in the upper portion of the ground floor bay. The upper floor windows are sixteen-light steel sash in steel frame windows and twenty-light steel sash in metal frame windows with a central awning section.

Northwest Corner

The primary facades flow together with a prominent northwest rounded corner. The corner is ornamented at the cornice line with rounded elements that give the corner a crenellated effect. The brick wall recesses around the ornamentation that consists of five protruding black Carrara glass vertical lines outlined in aluminum, that are crowned with rounded bas-relief ornamented aluminum caps. Separating these vertical elements are narrow four-over-four steel sashes with the steel painted black. In the spandrels between the floors, the glass is etched with vertical lines, with three central lines flanked by a curving line. These elements together give the corner verticality, in contrast to the horizontal emphasis of the street elevations. As designed, the center vertical element contained the individual letter sign reading "PITTSBURGH PLATE GLASS". The metal and glass element visually anchors the non-ornamented brick wall. At the base of the Carrara glass element is a sign that spans its width. It is a backlit glass box sign and originally read in black letters "PAINT & VARNISH DIVISION". The lighting element is hard wired to the building and accessed through a hatch on the second floor.

South Elevation

The south elevation is secondary. The elevation has no ornamentation. Fenestration is single or paired in twos or threes. The windows are framed with a cast concrete sill at the base and a lintel course. The windows are original. The windows are ten-light, twelve-light, and sixteen-light steel sash in steel frame windows. A protruding loading dock is positioned in the center ground floor bays which contain

three roll up doors and a metal door. A metal door with a four-light upper glazing panel is west of the dock. There are four openings that used to interconnect the building with other buildings on site.

East Elevation

The east elevation was originally a party wall with a subsequently demolished building. The elevation is devoid of ornamentation and is only broken up with an oversized roll up door and metal door on all levels.

Interior

The interior is utilitarian with concrete finishes and has an open floor plan with minimal division of interior spaces. The open industrial spaces are punctuated only by round concrete support columns finished with a mushroom shaped cap. The perimeter and interior walls are comprised of concrete block. The ceiling has exposed pipes throughout.

The first floor consists of open industrial space. As designed, it featured a bathroom, lunch room, and loading dock partitioned along the south. Elsewhere, the floor is an open grid defined by the structural columns. The second, third, and fourth floors are substantially identical, consisting of open industrial space. As designed, they featured a bathroom and a mechanical room partitioned along the south. Elsewhere, the floor is an open grid defined by the structural columns. The walls, floor, and ceiling are unadorned, painted and unpainted concrete.

There are two stairwells located on the south elevation at the east and west provides access to the upper floors. The simple concrete stairs and pipe railing are intact. A freight elevator is located adjacent to the west stair.

Alterations

The PPG Enamel Plant remains largely intact as built with minimal updates performed over the years to suit the needs of the tenants. The primary modifications consist of the insertion of new roll doors. On the first floor, the lunch room walls were removed in the 1970s. The individual letter signage on the northwest corner was removed in the 1970s when ownership changed hands. The interior is essentially intact and reflects the characteristics of an industrial building.

SUMMARY

The 1937 Pittsburgh Plate Glass Enamel Plant was designed in the Art Moderne style by the prominent Milwaukee architectural firm of Eschweiler & Eschweiler. The building is locally significant under Criterion C in the area of architecture as a good example of the Art Moderne style applied to an industrial building. The period of significance is the year the building was constructed -1937.

HISTORY of PPG in Milwaukee and the Development of the Enamel Plant

The PPG Enamel Plant was constructed in 1937 on the PPG Paint & Varnish Division complex in Milwaukee, Wisconsin to house the company's enamel production. It marked the success and resulting expansion of the PPG's Paint Division which had been formed only seventeen years earlier in 1920. In 1930, PPG planned a $400,000 expansion at the Milwaukee complex to take place over the next seven years. At the heart of this plan was the new Enamel Plant which was to be the most expensive building of the expansion. It was to cost $200,000 which accounted for half of the expansion costs. In 1935, the locally prominent architectural firm of Eschweiler & Eschweiler was commissioned to design the new Enamel Plant. On October 6, 1936 the design was ready to submit for a permit at the City of Milwaukee. The permit was approved and construction began that year. The contractor was W.W. Oeflein Inc. The enamel plant was completed and opened in 1937.

The PPG Paint & Varnish Division was an outgrowth of an earlier acquisition, the Patton Paint Company. Patton Paints was founded by James Edward Patton and George D. Williams in 1855. Patton was born in Allenville, Pennsylvania on August 14, 1832. He moved to Milwaukee in 1855 to found Patton & Williams, a grocery and provisions store on Water Street. The following year, they began manufacturing paints. In 1861, with the beginning of the Civil War, Williams entered the Union Army and left Patton to conduct business. Patton's business flourished and he developed it into "one of the most widely known of the merchant manufactures of the Northwest."[1] In 1892, the surrounding neighborhood experienced a devastating fire and the company's buildings, with the exception of one warehouse, were destroyed. Patton took this opportunity to establish the James E. Patton Company with his two sons, specializing in jobbing and paint manufacturing. He bought surrounding land and the company entered a period of great expansion. Upon completion, the new plant encompassed approximately three-quarters of a city block, including in-house railroad facilities,[2] "...so that all things considered, the establishment is one of the largest of its kind in the United States."[3] By the turn

[1] Conrad, Howard Louis. *History of Milwaukee, Vol. II,* p. 463.
[2] Sanborn Maps, Milwaukee, WI ,1894.
[3] Conrad. *History of Milwaukee, Vol. II,* p. 464.

of the century the paint manufacturing superseded the jobbing portion of the business and the paint manufacturing operation was rechristened the Patton Paint Company.

This thriving paint business attracted the attention of the Pittsburgh Plate Glass Company (PPG). In 1900, PPG was the leading plate glass manufacturer in the United States and they began to look for opportunities to expand upon their glass empire. PPG was the first financially successful plate glass manufacturer in the United States. Prior to PPG's success, plate glass was predominately imported from Belgium, England, France, or Germany and the imported glass was preferred due to its higher quality. The company was founded in 1883 by Captain John B. Ford and John Pitcairn as a plate glass manufacturer in Creighton, Pennsylvania. They discovered a superior technique to manufacture plate glass that rivaled plate glass coming out of Europe. By 1895, the company was growing successfully and moved its headquarters to Pittsburgh. Pitcairn knew that to become the leading plate glass supplier in the United States that the company needed to supply a superior product at a cheaper price and get it to the client faster than his European competition. The following year PPG devised a system of producing a maximum amount of plate glass making it cheaper to operate their plants. In addition PPG became its own distributor to ensure the ability to supply the clients faster and cheaper by cutting out the middle man. By 1900, PPG was selling 13 million square feet of plate glass a year, making it the nation's largest plate glass manufacturer. The distribution system was successfully developing warehouses across the United States ensuring product supply in all regions. PPG looked upon their warehouse and distributing system as an opportunity of growing their product line and providing them the means of supplying building trade's goods beyond plate glass. The next step was finding the building trade goods to manufacture.

> It became apparent at an early date that the building trade would gladly look to a unified source of supply for certain lines not related to glass as a manufacture, but, like glass, important in building construction. Notable among these were paints, varnishes, and brushes, which for a long time had been sorely needed in standardized, reliably uniform kinds and qualities. To insure steady, prompt supply, as well as dependable quality, the Company decided, in 1900, to take over the business of the Patton Paint Company, Milwaukee, Wisconsin.[4]

The Patton Paint Company was a logical choice for Pittsburgh Plate Glass to acquire. Patton had a successful paint manufacturing and distribution system established in Milwaukee that would easily fit into PPG's business model. It would also expand their distributing system into Wisconsin. Milwaukee in the 1900s was a national center of industry, so much so that it was known as "workingmen's city" and earned the status of "the city that works." Milwaukee included such industrial giants as

[4] Pittsburgh Plate Glass Company. *Glass, Paints, Varnishes and Brushes: Their History and Use*, p. 36-37.

Allis-Chalmers, Evinrude, Briggs and Stratton, and Harley-Davidson. It also had nationally recognized breweries that included Pabst, Schlitz and Blatz Beer. The city had a large industrial workforce to fill these Milwaukee industries and it was ideal for a growing manufacturer.

> The federal census for 1910 reported that 56.9% of Milwaukee's adult males were industrial workers – the second-highest concentration in the country. Only Detroit, the nation's emerging automotive center, had a higher proportion. Already known for its industrial prowess, Milwaukee developed an image as a blue-collar town that has persisted for generations.[5]

The factors of a successful paint manufacture located in an ideal industrial city made Patton Paint Company an ideal acquisition for the PPG to expand into the paint business. The acquisition was a quick success. "The welcome accorded these extensions of service necessitated rapid enlargement. A paint and varnish factory was established at Newark, New Jersey, to serve the Eastern United States and the export trade."[6] Due to this success, PPG began to acquire various other manufacturing units that supported the glass and paint industries: the brush manufacturer of Rennous, Kleinle & Company, Pitcairn Varnish Company, Corona Chemical Company, and Red Wind Linseed Oil Company.

PPG entered the paint industry with fortuitous timing. The paint industry was in need of standardized, reliable uniform products and qualities and PPG brought all of these traits to the industry. PPG offered a nationally recognized brand and consistent product at a time when most paint companies were local businesses. At the turn of the 20th century, the paint industry was on the cusp of dramatic growth due to the new products being produced during the industrial revolution that required a protective coating including automobiles and metal machinery.

James E. Patton continued to serve as President of the Patton Paint Company until he passed away of heart failure on February 4, 1904. He was considered an influential citizen and an important factor of the commercial and manufacturing advancement of Milwaukee due to the growth and success of the Patton Paint Company. At the time of his death the newspaper proclaimed:

> The company of which Mr. Patton was the head is said to be one of the largest in the country. The Milwaukee plant occupies a block of ground and employs from 250 to 300 people. The plant at Newark, N. J. is about the same size and employs the same number of operatives, the combined output of the two being about eight carloads of paint per day throughout the year.[7]

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[5] Gurda, John. *The Making of Milwaukee,* p 169.
[6] Pittsburgh Plate Glass Company. *Glass, Paints, Varnishes and Brushes: Their History and Use*, p 37.
[7] *The Milwaukee Sentinel* (Milwaukee, WI), "James E. Patton Dies Suddenly." February 5, 1904, p 1.

Upon James Patton's death, Ludington Patton succeeded his father as president of the Patton Paint Company. By 1920, PPG's diversified acquisitions accounted for more than 50% of the company's net returns.

> On October 5, 1920, the stockholders unanimously approved the Consolidation Agreement adopted by the Directors to bring under the one corporate name those companies theretofore subsidiary to, and now united with, the Pittsburgh Plate Glass Company...This consolidating resulted in an increase of the Company's capital stock to $37,500,000, which later was increased to $50,000,000.[8]

As a result of this consolidation the Patton Paint Company was folded into PPG and the Pittsburgh Plate Glass Paint & Varnish Division was born. At this time Ludington Patton was named Vice President of the Pittsburgh Plate Glass Company and Director of the PPG Paint & Varnish Division. The Paint & Varnish Division encompassed the company's lacquer, paint and varnish factories at Milwaukee, Wisconsin and Newark, New Jersey, its oil mills in Newark and in Red Wing, Minnesota, and its paint plants in Los Angeles, California and Portland, Oregon.

In 1937, the Enamel Plant was constructed to hold the enamel productions for PPG. Enamel paint is a variety of oil based paint that is known for its high gloss shine. Paint has been defined as:

> Paint, a fluid suspension spread in thin coats to decorate and protect surfaces, consists of pigment or coloring matter, and the vehicle in which the pigment is suspended. The function of the vehicle is to form a tough film when applied to a surface and to bind the pigment to the surface. Paint may be applied to metal, wood, stone, paper, leather, cloth or other surfaces.[9]

The first use of protective coatings was used by the Egyptians to seal their ships. It was not until the 17th century that white lead paint became readily available, although for the most part ordinary houses and even structures like bridges remained unpainted. In the 18th century pigments and paint vehicles increased in availability. "Extensive exploitation of linseed oil from the flax plant and pigment-grade zinc oxide produced a rapid expansion of the paint-manufacturing industry. In the 19th century for the first time the two ingredients, pigments and vehicle, were brought together before the paint was marketed."[10] The paint was typically sold in metal cans. The 20th century and the industrial revolution brought about many new products that required a protective coating; corresponding creations of paint products were produced.

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[8] Pittsburgh Plate Glass Company. *Glass, Paints, Varnishes and Brushes: Their History and Use*, p 38.
[9] The New Encyclopedia Britannica, Vol. 21, *Paints and varnishes*, p 365.
[10] Ibid, p 366.

In 1975, PPG restructured its corporation, which included evaluating the company facilities. As a result the company closed several outmoded plants, which included the Milwaukee PPG Paint & Varnish Division. In 1976, the Paint & Varnish Division shut its doors for the last time. The company's growth has continued into the twenty-first century and it has become a global producer of a diversified line of products which still includes the products that started it all, glass and paint. When PPG sold the Milwaukee complex, Transpack, a box manufacturer, bought the Enamel Plant and occupied it through 2007. Transpack sold the buildings to the current owner in 2005 and continued to lease the building through 2007. Since 2007 the building has been vacant.

SIGNIFICANCE IN ARCHITECTURE

The Pittsburgh Plate Glass Enamel Plant is significant in the area of architecture as a good example of the Art Moderne style applied to an industrial building and is an example of the body of work of the noted Milwaukee architectural firm of Eschweiler & Eschweiler.

Eschweiler & Eschweiler

The Pittsburgh Plate Glass Enamel Plant was designed by the firm of Eschweiler & Eschweiler. The firm was a major figure in Milwaukee architecture and it was established by Alexander C. Eschweiler. Alexander Eschweiler was born in Boston in 1865, lived in northern Michigan as a child, and at age 17 moved with his family to Milwaukee, Wisconsin. He attended Marquette College, followed by architectural studies at Cornell University from which he graduated in 1890. From 1890-1892, Eschweiler worked in various architectural firms. In 1892 he established his own practice. He ran the company alone and built up a prominent practice. As a mark of his success he was named a fellow of the American Institute of Architects in 1918. Eschweiler served as president of the Wisconsin chapter of the American Institute of Architects and as President of the Milwaukee Art Commission. Eschweiler and his wife Marie had nine children, three daughters who died as infants and three who survived, Hannah, Elizabeth and Francesca, and three sons, Alexander C. Jr. (1893-1951), Carl F. (1894-1971) and Theodore L. (1895-1966). The sons were all sent to Cornell to study architecture. In 1923, the three young men joined their father and the firm name was changed to Eschweiler & Eschweiler. Alexander Eschweiler died at his summer home at North Lake at the age of seventy-four on July 12, 1940.

The firm of Eschweiler & Eschweiler designed a wide variety of buildings, including schools, commercial buildings, residences, club buildings, and industrial buildings. Prior to taking on his sons

as partners, Alexander Eschweiler favored the revival styles popular in the early twentieth century. By the 1920s the firm's works included some prominent commissions in the modern styles of the day. The Bankers Building of 1928 and even more so the Milwaukee Gas Light Company of 1929-1930 showed the influences of the then-popular Art Deco style. The Gas Light Company tower, located at 626 E. Wisconsin Avenue in Milwaukee, is considered the firm's Art Deco masterpiece. It features graceful ziggurat-style tiers, laced with chevrons and geometrical motifs and is complete with a sunburst ornamented entrance.

The 1930s and 1940s saw an expansion into the Moderne style in various projects. Among notable examples are the John W. Mariner Building located at 411 E. Mason Street in downtown Milwaukee built in 1937 as an office building, clad in limestone. It is a contributing resource in the East Side Commercial Historic District. The second is the WTMJ "Radio City" Building located at 720 E. Capitol Drive in Milwaukee built in 1941 as a radio station, clad in stone. Elements of the Moderne are also seen in the McCulloch Engineering Building, designed by the firm in 1941. Here, the rounded forms and the bands of windows are found on the office portion of the industrial building. The McCulloch Engineering Building and the Pittsburgh Plate Glass Company commission are two of four examples of industrial commissions used to illustrate the firm's 50th anniversary monograph.[11]

Art Moderne

The Streamline Moderne and the Art Deco were referred to by architects of the period as "Modernistic." The movements rejected overt references to historical styles and relied on form, massing and materials for much of their impact. The Art Deco style was favored in the 1920s. Its identifying features include a smooth wall surface, zigzags, chevrons, and other geometric motifs as ornamentation on the facades; it typically incorporated towers and vertical projections and the overall form emphasized verticality. The Art Deco style occasionally incorporated Egyptian motifs.

The Art Moderne style came into popularity in the late 1930s. Sometimes called Streamlined Moderne, the buildings in this style reflected the industrial design ships and automobiles. Smooth surfaces, curved corners and horizontality are the defining elements of the style. When vertical elements are used, they are reserved for the entrances. The Enamel Plant emphasizes the horizontal on its side elevations with long bands of windows, while the corner's prominence is emphasized through the application of vertical elements.

The Art Moderne is related to Art Deco but was distinct. The two styles shared in their celebration of industrialism and technology; but Art Moderne stands apart in three ways: it is more volumetric,

[11] Davis, Richard S. *50 Years of Architecture* (Milwaukee: Printed by Hammersmith-Kortmeyer Co., 1943).

streamlined, and totally devoid of historical references. Glass block and concrete were materials frequently used to achieve smooth, rounded corners, while aluminum and stainless steel were often used for door and window trim. The Art Moderne style had a streamlined effect that was achieved through horizontal lines that are emphasized by flat roofs and narrow bands of windows.

The Art Moderne style applied to an industrial building is a unique expression of the style. The industrial form is distinct from all other forms of the buildings composed in the Art Moderne style because it is much more simple and utilitarian in form and ornamentation. The style on a commercial building has more ornamentation and is composed of different materials since they do not need to meet the demands of an industrial/utilitarian building. Therefore, these forms of the style are distinct.

The PPG Enamel Plant embodies the principles of the Art Moderne Style in the industrial form. It is volumetric, this four-story mass is achieved by its wide facades and the short stature. It is streamlined; this effect is achieved through the horizontal brick lines, bands of fenestration, curved primary corner, and flat roof. The design is totally devoid of historical references. The design also incorporates the use of man made materials with the use of industrial steel-sashes and the Carrara glass tower.

The Enamel Plant's design significance can be seen more clearly when it is considered within the context of the other local industrial buildings of the same style. Art Moderne style industrial buildings were not prevalent in the City of Milwaukee. The Wisconsin Architecture and History Inventory identified only six other industrial resources designed in the Art Moderne style and none are individually listed on the National Register of Historic Places. The PPG Enamel Plant stands apart from these resources as a good representative example of the Art Moderne style, because it was designed by a significant Milwaukee architectural firm, and it retains a high level of integrity.

Ambrosia Chocolate Company. Located at 1109 N. 5th Street. Built in 1907 with additions in 1937, 1941, and 1967, the later additions incorporated the Art Moderne Style. The architect was C.F. Ringer. The later modifications obscure the Art Moderne style architectural elements.

Sperry Candy Co. Located at 127 W. Pittsburgh Avenue. Built in 1929 the architect is unknown. This building is included in the South First and Second Street Historic District. This early example of the Art Moderne style is a transition into the style as it exhibits vertical massing with this mid-rise building.

Geiser's Potato Chips, Inc. Located at 3113 W. Burleigh Street. Built ten years after the PPG Enamel Plant in 1946 the architect is unknown. This is a good smaller scale example of the style although the main entrance has been replaced.

1417 E. Potter Avenue Building. Built in 1945 the architect was William F. Eichfeldt and Sons. This building is included in the Bay View Historic District. This small building reads more as an automotive repair shop rather than an industrial building in comparison to the other resources.

Everbrite Electric Sign Company. Located at 324 W. Cherry Street. Built in 1950 with an addition in 1957; the architect is unknown. This building was built at the end of the period and is a good example of the transition from Art Moderne to the Modern period exhibiting large expanses of glass as compared to the narrow bands of glass in the full Art Moderne style.

Quality Control Lab and North Packaging Plant. Located at 4036 W. State Street. Date of construction and architect are unknown. This building's narrow band of windows has been altered with the addition of modern windows.

Upon comparing these Art Moderne style industrial buildings, it is clear that the PPG Enamel Plant is a unique resource in the City of Milwaukee. The PPG Enamel Plant stands apart from these resources as a superior example of the Art Moderne style, because it is a full expression of the style, as one designed by a significant Milwaukee architectural firm, and the one resource retaining the highest level of integrity.

CONCLUSION

The Pittsburgh Plate Glass Enamel Plant is locally significant example of the Art Moderne style applied to an industrial building. The streamlined primary façades, Carrara glass tower, and industrially produced materials embody the style's key elements. This well conceived design is also significant as it employs an aesthetic that would prove attractive to an industrial neighborhood, while the practicality of the design for an industrial building optimally utilizes these key elements. For example, the natural light from the bands of windows is a necessity for an industrial operation. While readily adaptable to industrial design, the Wisconsin Architecture and History Inventory identifies only 17 total examples of Art Moderne industrial buildings in the state. Overall, the inventory identifies only 323 Art Moderne examples of any type in the entire state. The Enamel Plant Building demonstrates how in the hands of skilled architects an industrial building can take on elements of a high style through its massing, fenestration patterns, choice and use of materials, and the application of distinctive design features at critical and visually prominent parts of the building.

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Verbal Boundary Description

The Pittsburgh Plate Glass Enamel Plant is located on a division of Parcel 1 of Certified Survey Map Number 3652, being a part of the Northeast ¼ of the Northeast ¼ of Section 32, and the Northwest ¼ of the Northwest ¼ of Section 33, Town 7 North, Range 22 East in the City of Milwaukee, Milwaukee County, Wisconsin.

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

Boundary Justification

The boundary corresponds to the current legal parcel for the property. While the Enamel Plant building was once part of a much larger industrial complex, significant portions of the former complex have been demolished, leaving the Enamel Plant as an isolated building.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

PHOTOGRAPHS

Location:	**Pittsburgh Plate Glass Enamel Plant** **201 E. Pittsburgh Avenue** **Milwaukee, Milwaukee County, WI**
Photographer:	**Krista Weber, Heritage Consulting Group**
Date:	**September 2008**
Ink and Paper:	**Epson Premium Glossy Paper with Epson Ultra Chrome K3 Pigmented Ink**
Location of Negatives:	**Original digital images in possession of preparer.**

1 of 13: Exterior view, north elevation, northwest looking south
2 of 13: Exterior view, northwest corner, northwest looking southeast
3 of 13: Exterior detail, Carrara glass ornamentation, northwest looking southeast
4 of 13: Exterior view, west elevation, west looking east
5 of 13: Exterior view, south elevation, south looking north
6 of 13: Exterior view, east elevation, northeast looking west
7 of 13: Exterior view, north elevation, northeast looking south
8 of 13: Interior view, 1st floor, west looking east
9 of 13: Interior view, 1st floor, east looking west
10 of 13: Interior view, 2nd floor, west looking east, typical
11 of 13: Interior detail, 2nd floor, south looking north at perimeter column
12 of 13: Interior detail, 2nd floor, southeast looking northwest at curved corner windows
13 of 13: Interior view, staircase, northwest looking southeast

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Supplemental Materials Page 1

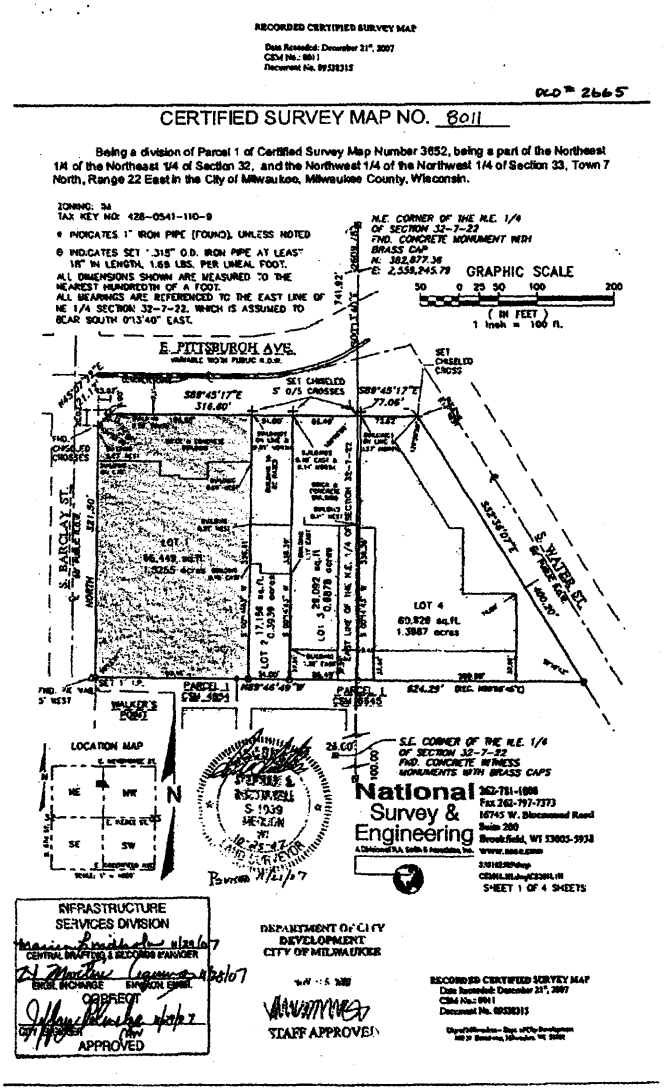

Figure 1. Survey lot map, subject property shaded

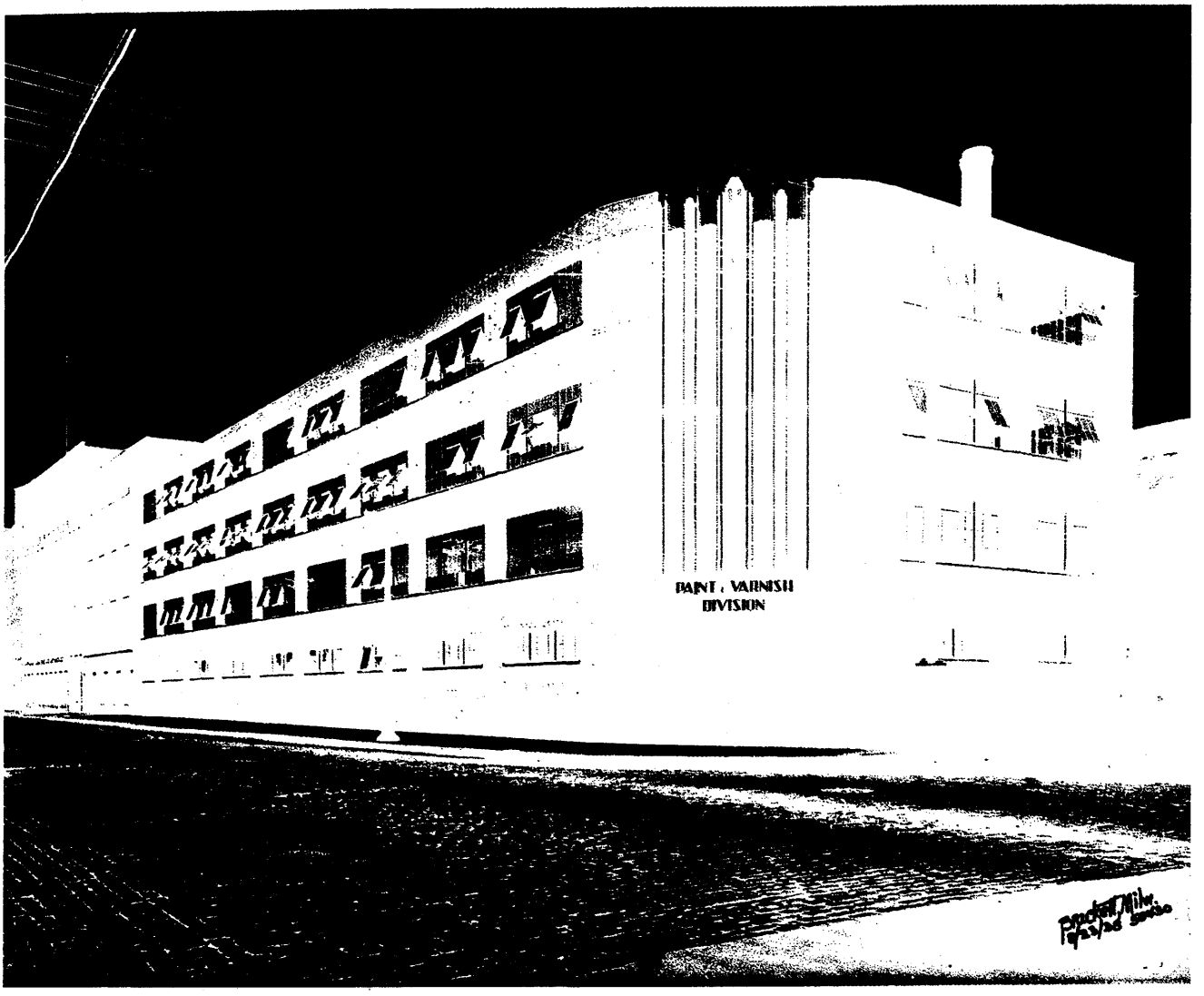

Figure 2. PPG Enamel Plant photograph, August 23, 1938 by Brackett, from the Wisconsin Architectural Archives

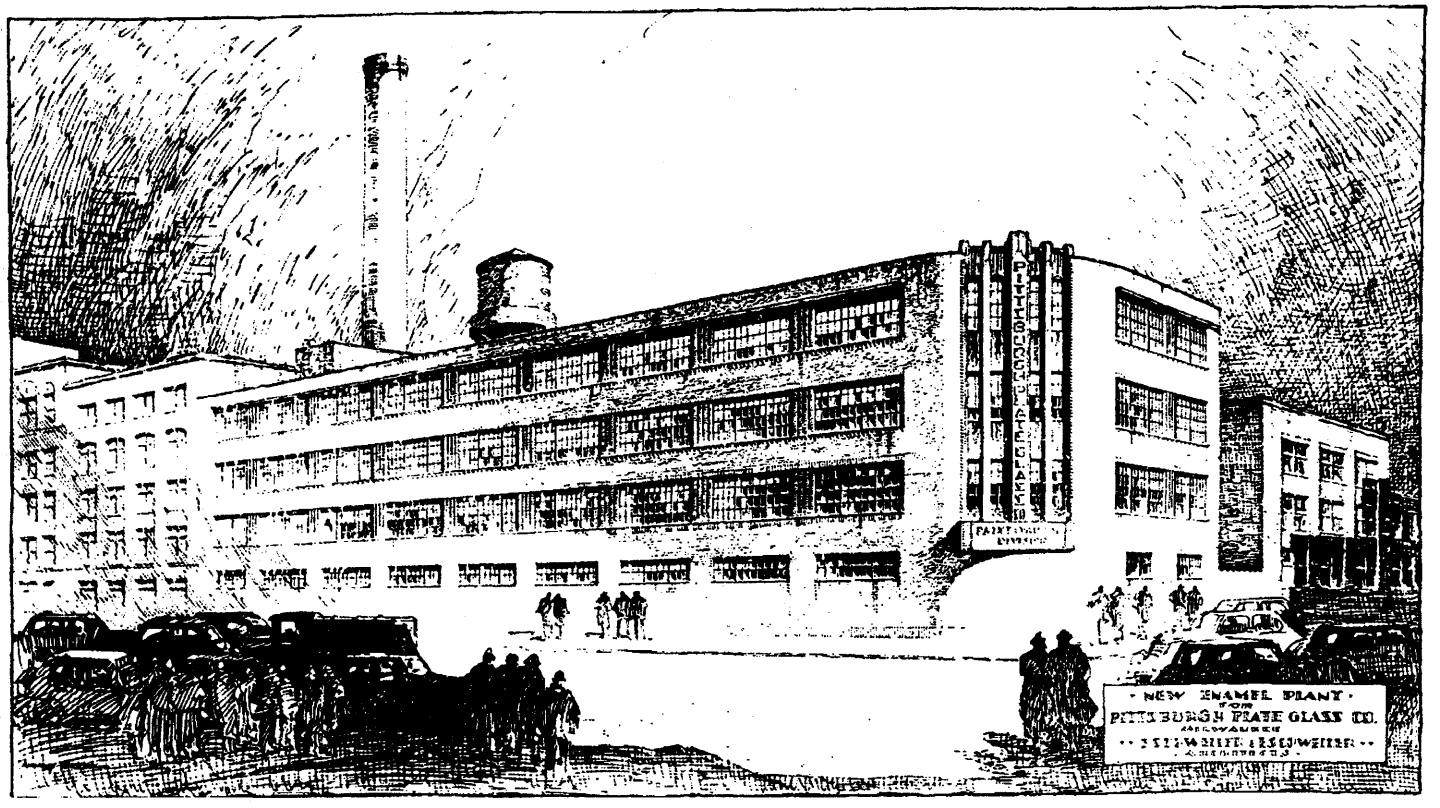

Figure 3. Illustrated ink and line drawing of the PPG Enamel Plant by Eschweiler & Eschweiler from the Wisconsin Architectural Archives

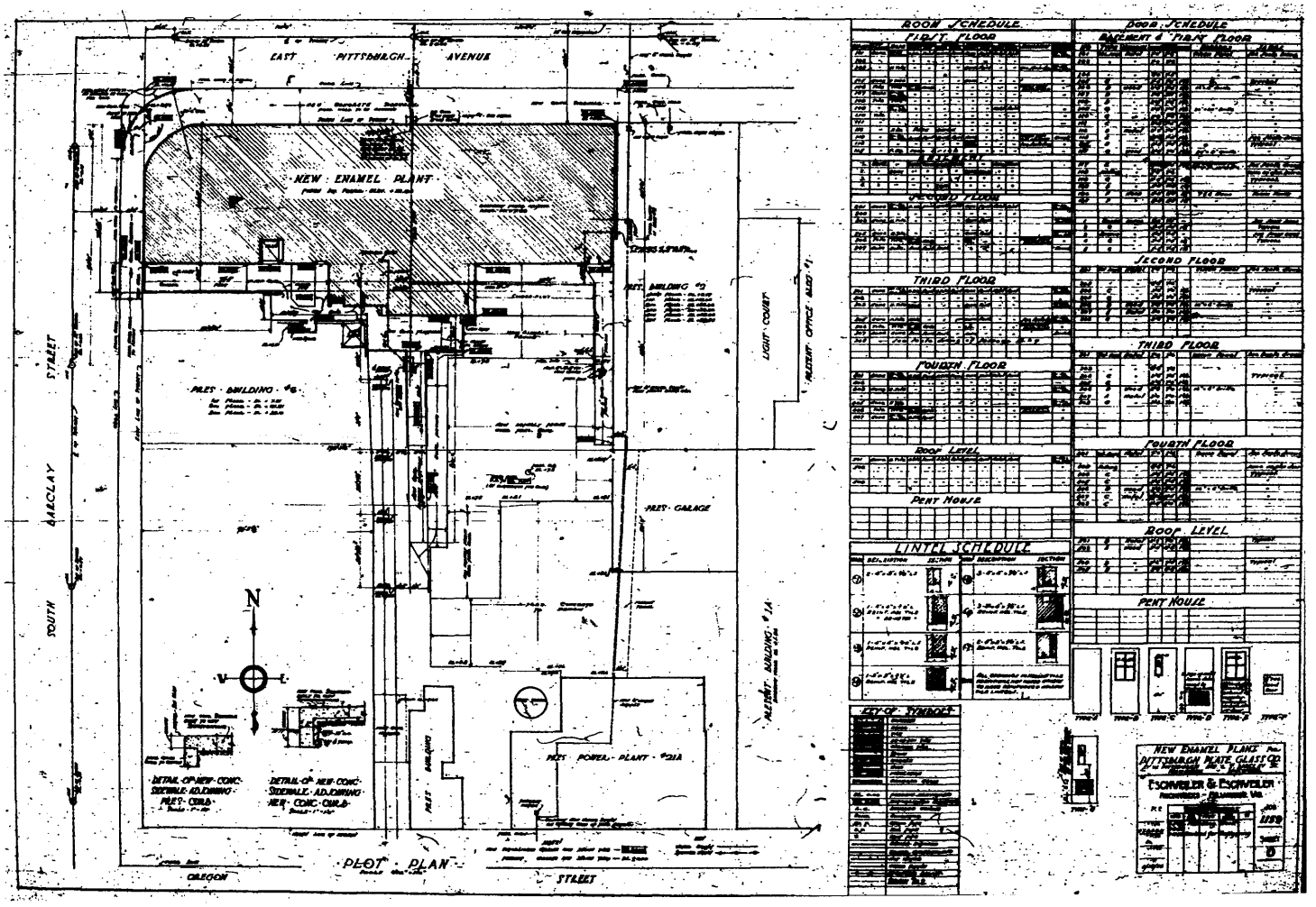

Figure 4. Original Site Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

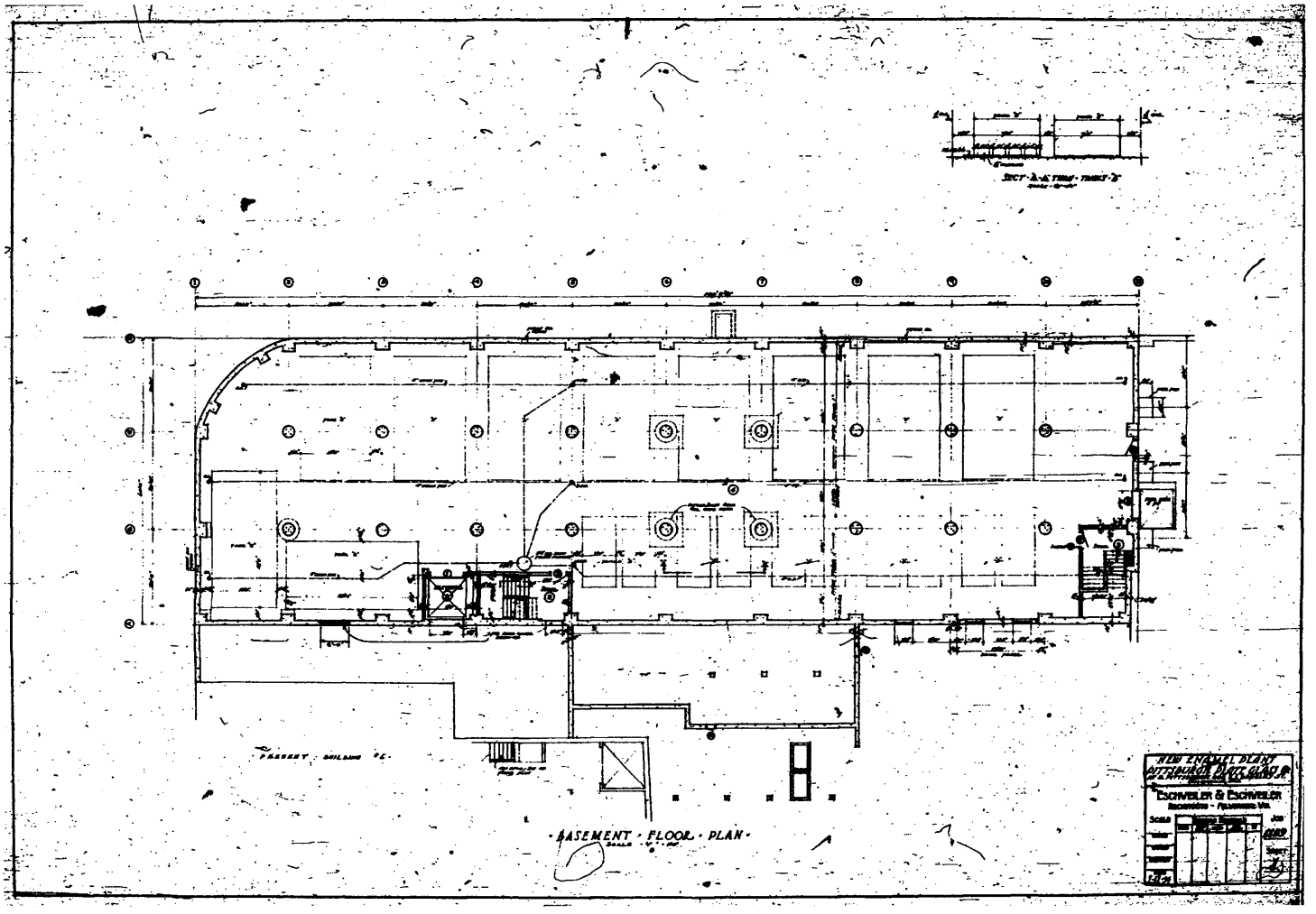

Figure 5. Original Basement Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

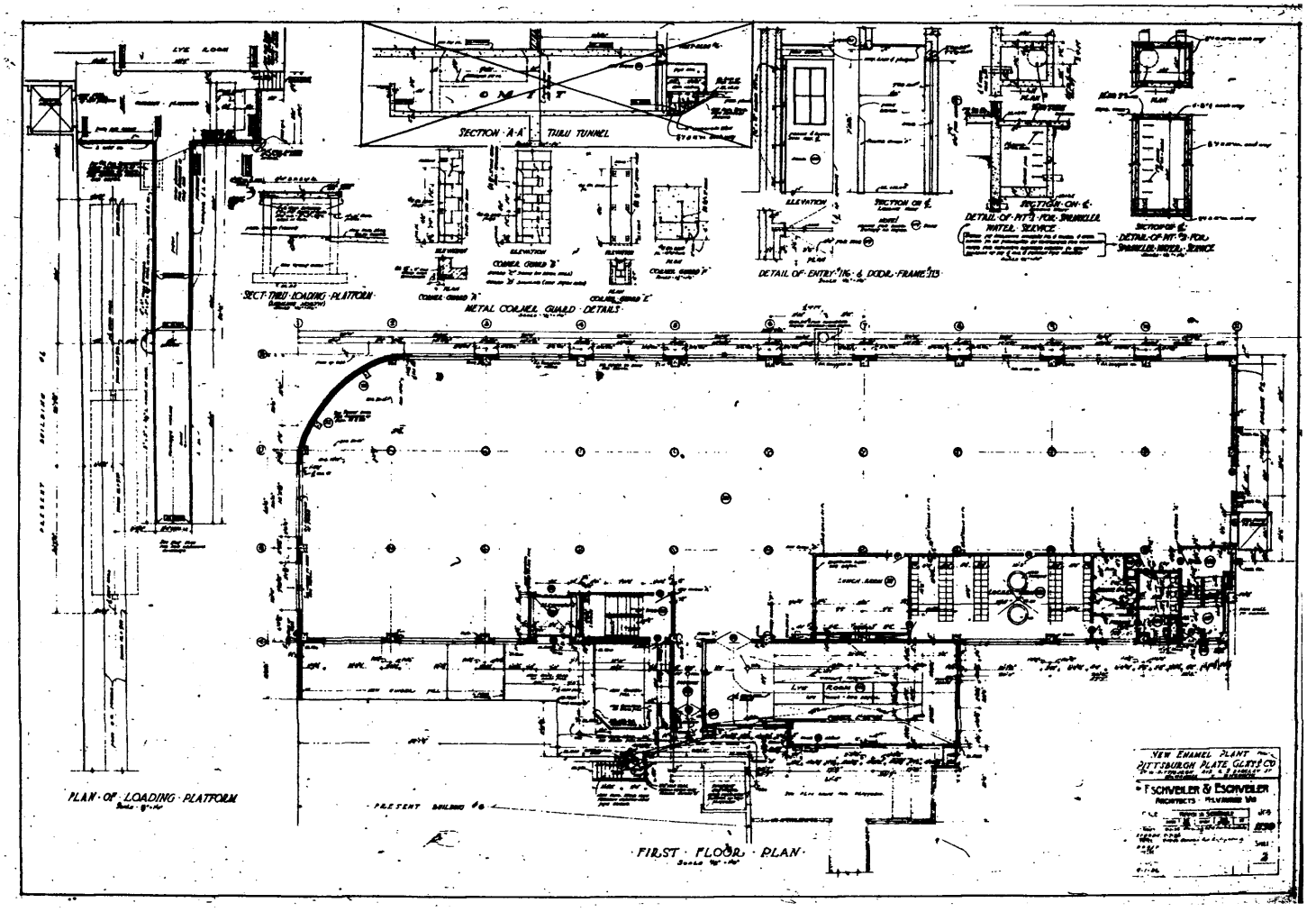

Figure 6. Original First Floor Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

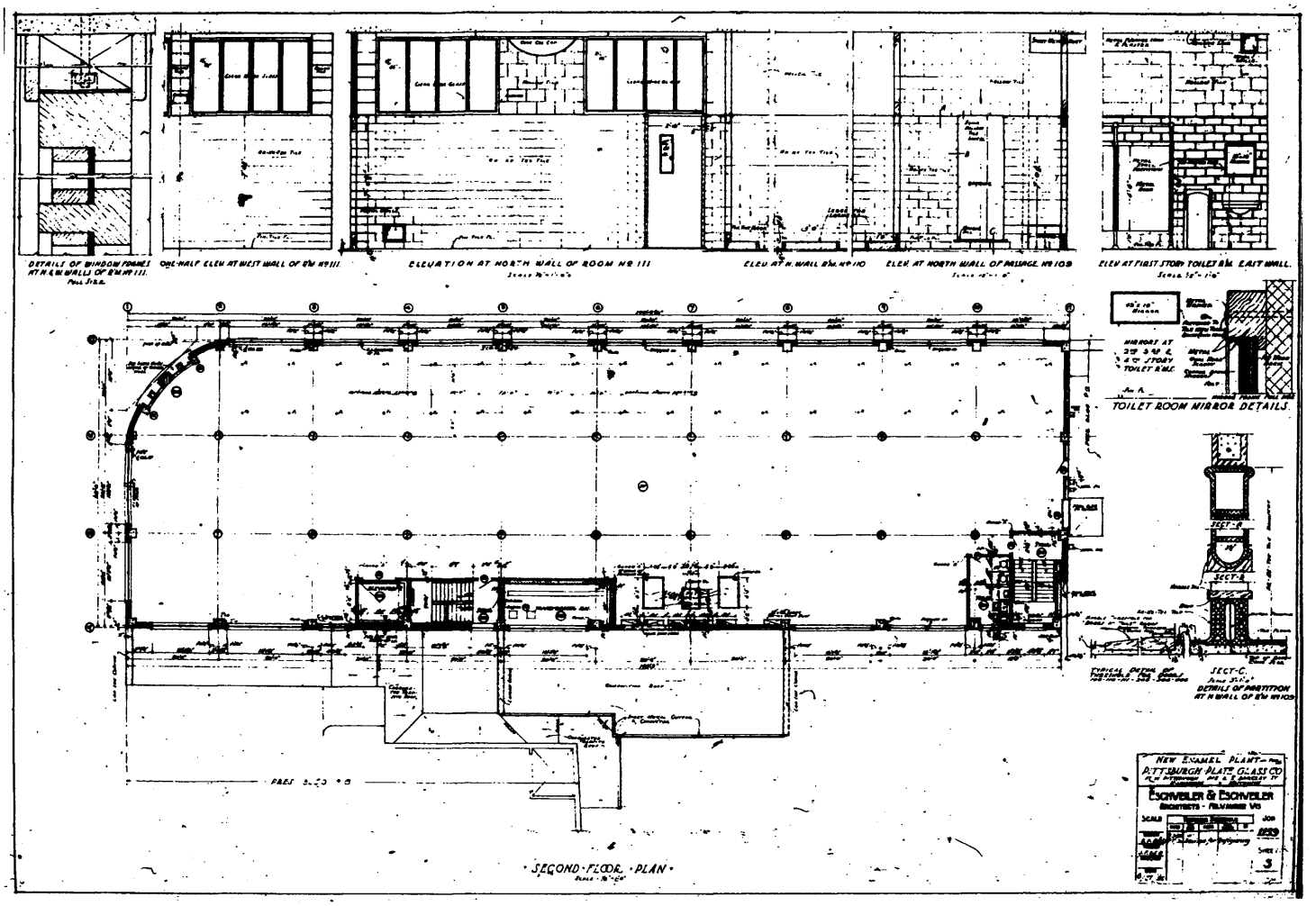

Figure 7. Original Second Floor Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

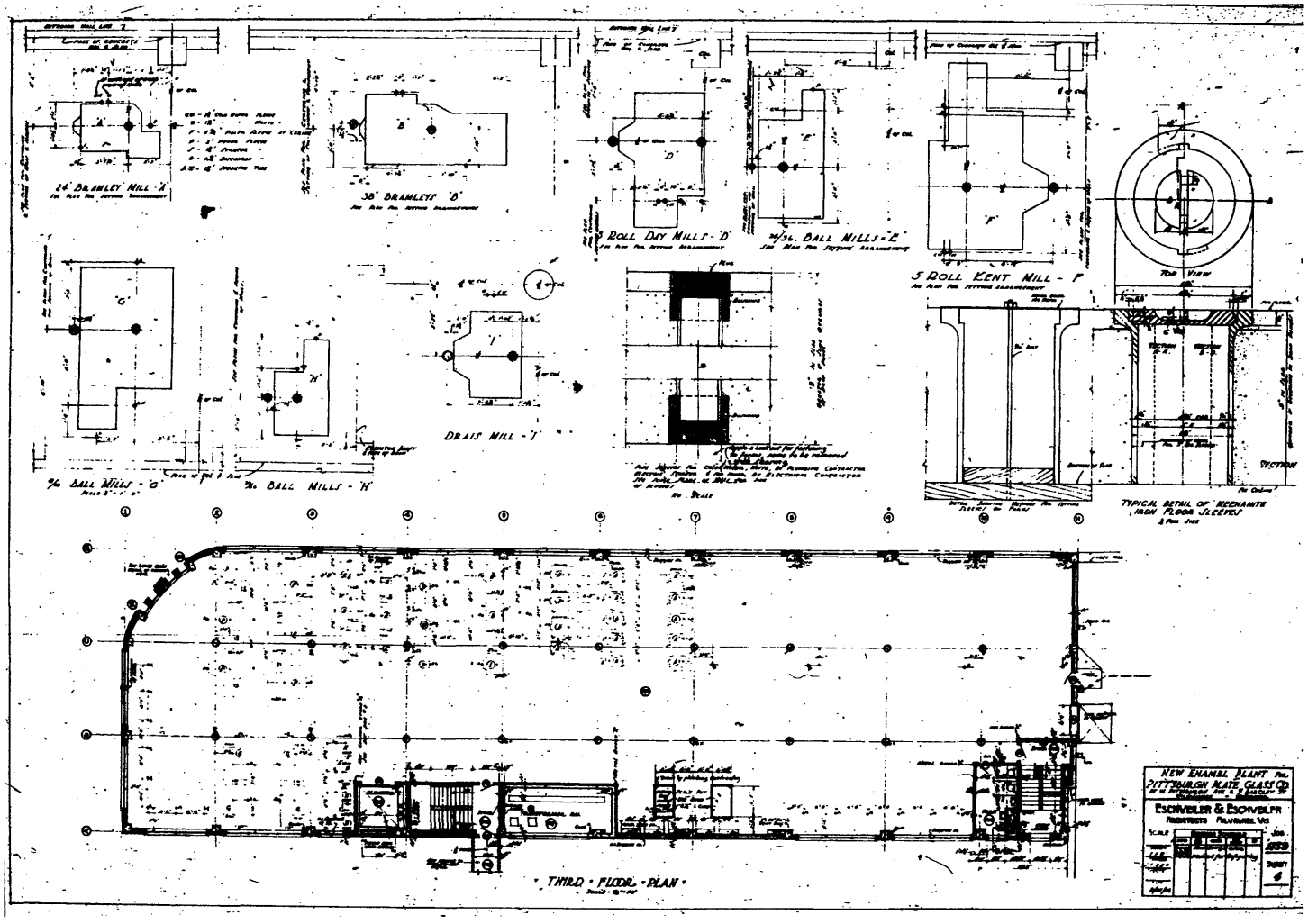

Figure 8. Original Third Floor Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

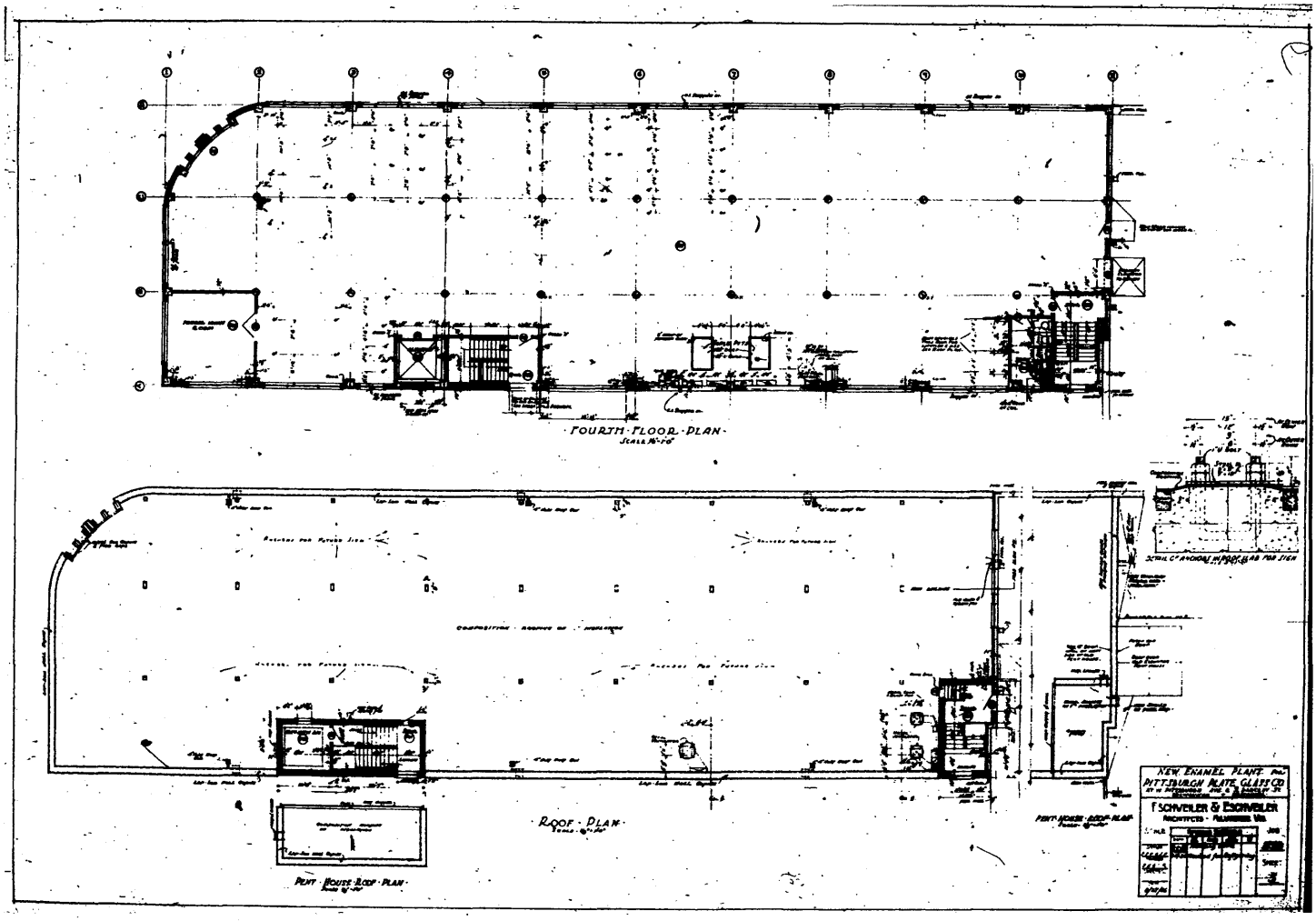

Figure 9. Original Roof Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

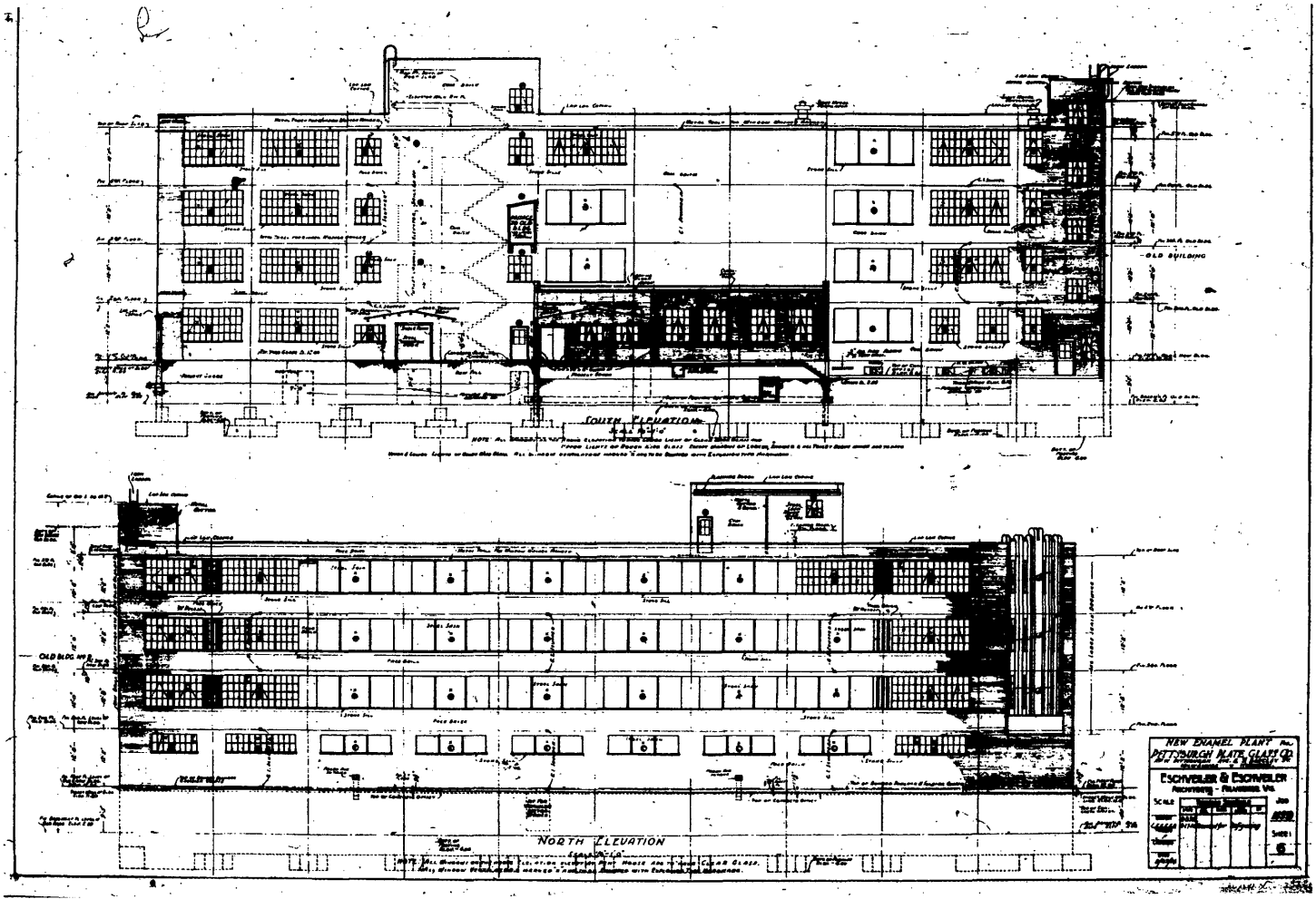

Figure 10. Original North and South Elevation Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

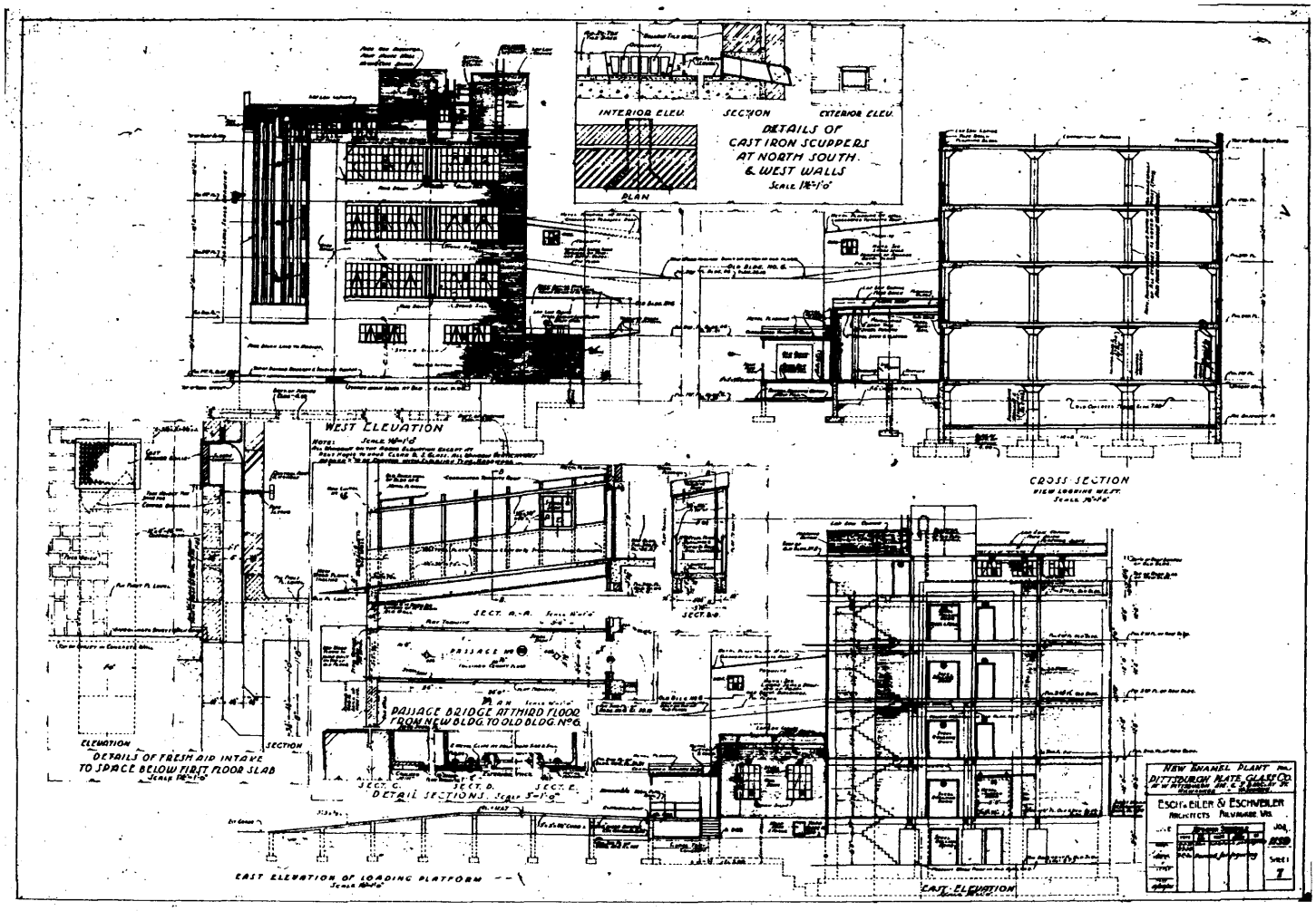

Figure 11. Original West and East Elevation Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

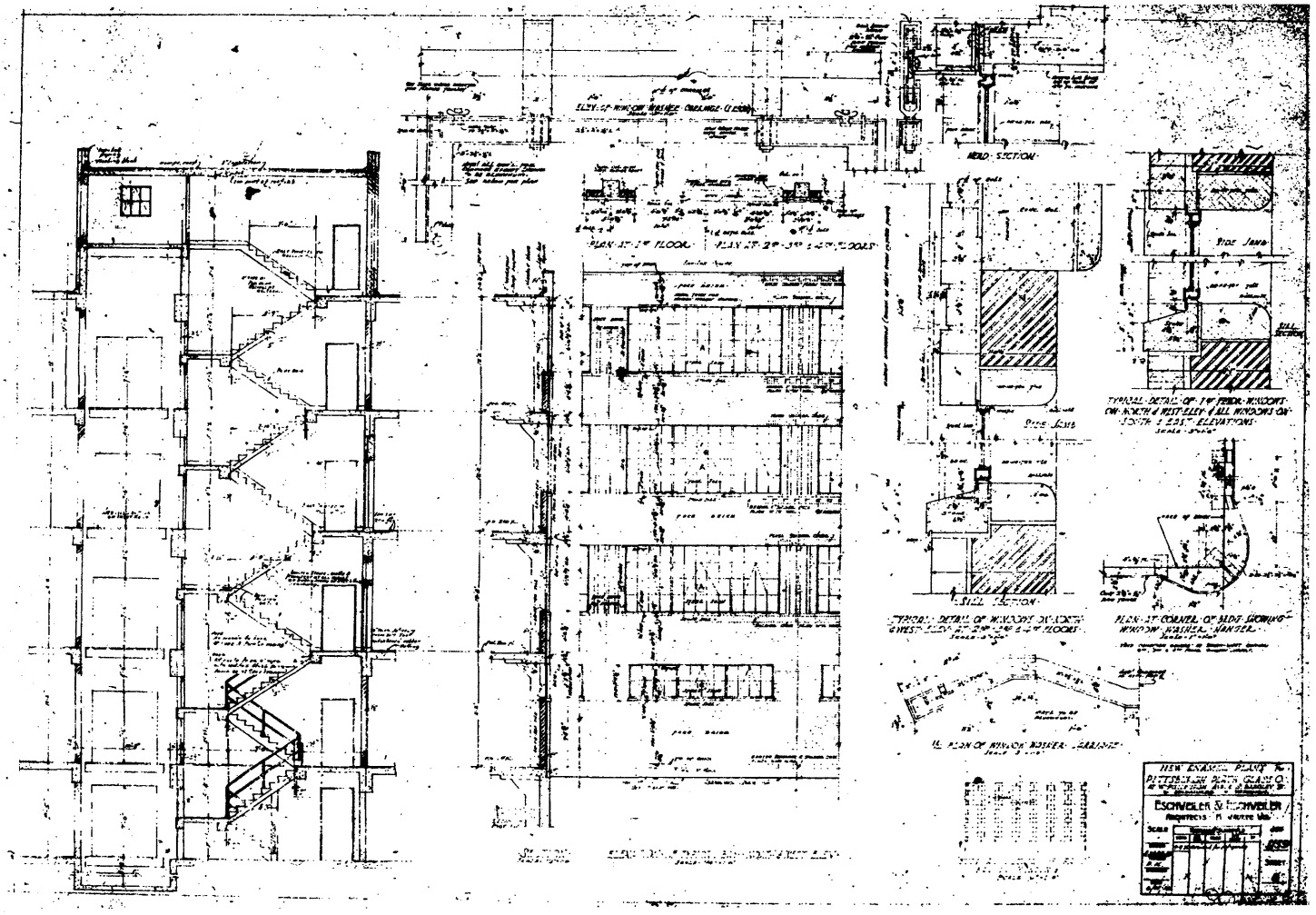

Figure 12. Original Section Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives

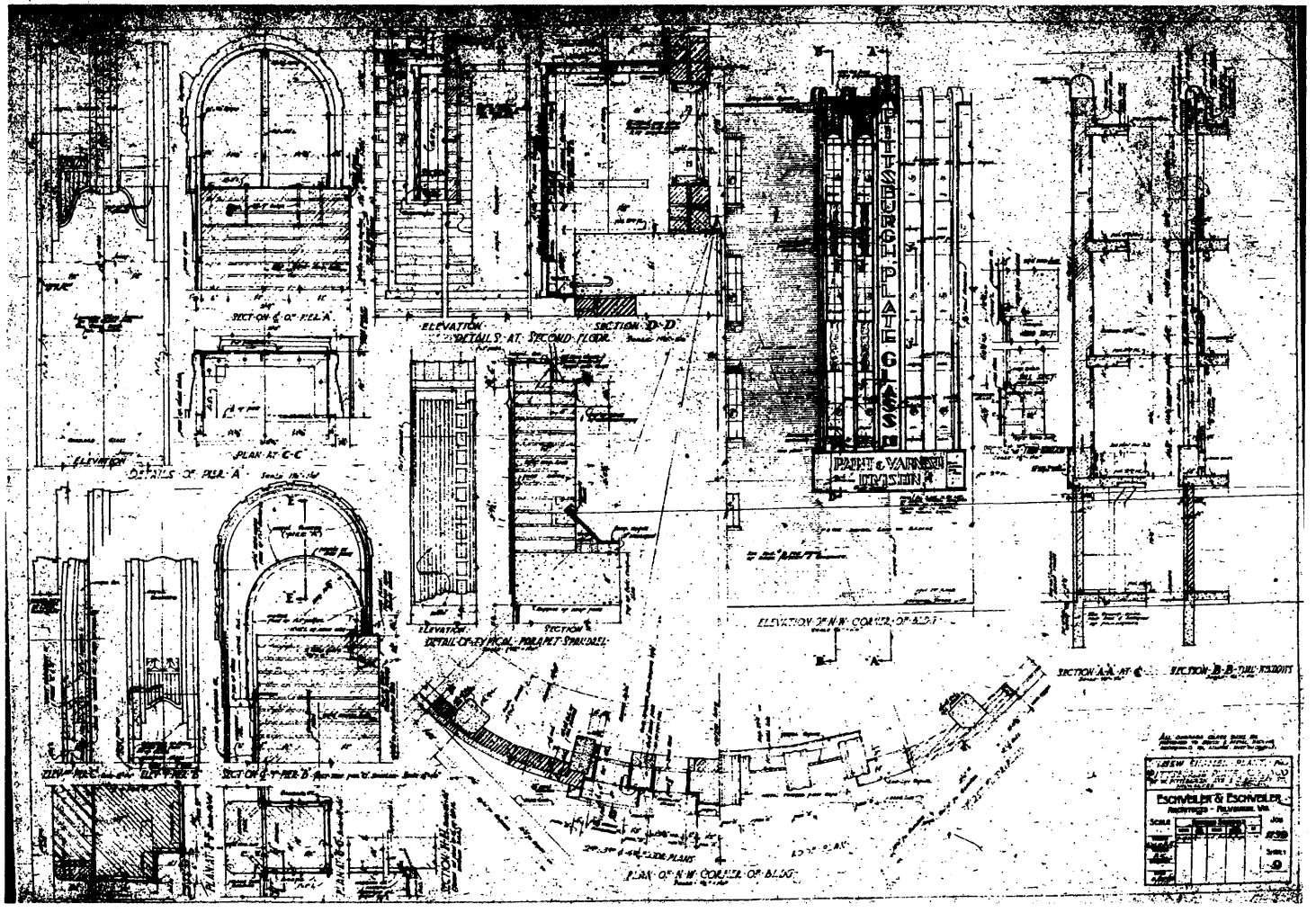

Figure 13. Original Northwest Corner Plan, Eschweiler & Eschweiler Architects, August 27, 1936 from the City of Milwaukee Archives