

DEC 1985

JAN 16 1986

INVENTORY FORM FOR NOMINATED PROPERTIES

Name of property: Zion Rock Missionary Baptist Church

Owner: Zion Rock Missionary Baptist Church

Address: 1338-40 West Juneau Avenue

Owner's address: 1340 West Juneau

City: Milwaukee

Milwaukee, WI 53233

REGISTRATION INFORMATION

160 NRHP Certification (date)

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

170 Thematic or Multiple Resource Nomination Name (code)

180 NRHP List Name Pabst Brewery Saloon

190 Level of Significance

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

200 District Classification

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

210 Applicable Criteria

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

215 Criteria Considerations

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

220 Area of Significance (code)

Architecture

230 Period of Significance

The date of construction is 1896.

340 Review Board Date _____

70 USGS Quad Map

SW/4 Milwaukee 7.5 min 1:24,000

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

16-424260-4766130

85 Listed Acreage less than one acre

60 Verbal Boundary Description (Otto's) Subdivision of west 1.933 acres etc. in southeast quarter section 19-7-22, block 203, lot 13.

Street**ARCHITECTURE**

450 Date of Construction (source)

1896(A)

460 Dates of Alterations/Additions (source)

480 Builder (source) L.J. Larsen(A)

490 and 500 Designer Type and Name (source)

 architect: Charles G. Hoffmann(A) artist: _____ engineer: _____ interior designer: _____ landscape architect: _____ other: _____

510 Style or Form (code)

High Victorian Gothic

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

Bar/Church

530 Building Materials (code)

(roof)Brick(foundation)(trim)540 Interior Visited Yes No

550 Structural System (code) _____

560 Plan Configuration (code) _____

Address 1338-40 W. Juneau Avenue

570 Number of Stories

2

580 Roof Shape (code)

Flat

590 Additional Description

Pabst Brewery Medallion intact

620 Condition

 excellent good fair poor ruins

650 Related Buildings (code)

HISTORY

430 Common/Current Name

Zion Rock Missionary Church

440 Historic Names (source)

Pabst Brewery Saloon (A)

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

670 Associated Event (source)

680 Commercial/Industrial Historic Uses (source)

STREET: West Juneau Avenue

NUMBER: 1338-40

**SHSW INTENSIVE
SURVEY FORM**

LOCATION

10 County Milwaukee
 20 City or Village Milwaukee
 30 Civil Town _____
 35 Unincorporated Community _____
 40 Location 1338-40 West Juneau Avenue
 50 Town-Range-Section _____
 55 Quarter Sections _____
 60 Verbal Boundary Description (Otto's) Subdivision of West
 1.933 acres etc. in southeast quarter section
 19-7-22, block 203, lot 13.

PROGRAM REVIEW

250 Tax Case Number _____
 260 Compliance Case Number _____
 270 A or D Grant Yes No
 275 Covenant/Easement Dates _____
 320 Ownership X private (P)
 local-public (L)
 state-public (S)
 federal-public (F)
 mixed, private-public (M)
 330 Lead Agency (code) _____

SURVEY

90 Photo Codes MI 81-5-0
 100 Survey Map 363
 110 Map Code 81-5
 120 Reconnaissance Survey Date 1979
 130 Reconnaissance Surveyor Wenger/Huntton/Jensen
 140 Intensive Survey Name (code) Westside
 150 Intensive Surveyor Wenger/Hatala
 155 Intensive Survey FY 1983
 235 Survey Evaluation _____
 XX eligible (E) not eligible (N)
 237 Survey District Classification _____
 pivotal (P) non-contributing (NC)
 contributing (C)
 240 Survey Level of Significance _____
 national (NA) X local (LO)
 state (ST)
 243 Survey Evaluation Criteria _____
 event (A) X architectural/engineering (C)
 person (B) information potential (D)
 245 Proposed District _____
 280 NHL Date _____
 290 HABS No. 300 HAER No.
 310 Local Landmark (code) _____
 315 Associated Archeological Site(s) _____

DESCRIPTION

The Pabst Brewery Saloon, 1338-40 West Juneau Avenue, is a brick, two-story, flat-roofed, castellated commercial structure built in 1896. The rectangular, corner building has two architecturally treated elevations, the Juneau Avenue and the Fourteenth Street sides. The other two sides are not architecturally articulated.

The West Juneau Avenue and the North Fourteenth Street elevations are similar in character. The first story of the Juneau Avenue side has two large display windows - now blocked up - flanked by lancet-arched entries in projecting pavilions at the corners. The entrance at the east corner leads to the upper floor, while the one on the corner of Fourteenth Street is set within an open porch on the first level of the corner tower and leads to the former saloon. The three-story, square, corner tower with its battlemented top is the single most distinctive feature of the building. The second floor has symetrically arranged tall, narrow sash windows with label molds.

The Fourteenth Street elevation has seven bays of evenly spaced tall narrow windows flanking a central service door on the first floor surmounted by a boxed-out wooden oriel window supported on three wooden console brackets.

The building derives its Neo-Gothic appearance from the fine brickwork. Battered brick piers, label molds, panelling, lancet arches, the battlemented parapet and the tower pinnacles are used to articulate the surfaces. In addition, molded belt courses and the ubiquitous Pabst Brewery insignia medallion further ornament the exterior.

The exterior of the building has been little altered since 1896. Most of the original two-over-four wooden window sash have been replaced with a variety of replacement window sash types. The original entrance doors have also been replaced.

The interior was not visited.

ARCHITECTURAL/ENGINEERING STATEMENT OF SIGNIFICANCE

The Pabst Brewery Saloon is of local architectural significance as a well-preserved example of a brewery saloon. In the late nineteenth and early twentieth centuries when Milwaukee's breweries established competing chains of saloons to distribute more of their product, each company strove to build distinctive standard building types. The castellated brewery bar built by Pabst was one of the most eye-catching designs. Probably because of the expense, Pabst quickly adopted a simpler design for its structures. The Juneau Avenue building is the only one of this elaborate castellated type remaining in Milwaukee. It is notable as an early experiment in standardized corporate design for retailing purposes. Its Neo-Gothic design reflects the Medieval-inspired architecture of the great breweries themselves. (See Historical Background for information on Architect.)

690 BIBLIOGRAPHIC REFERENCES (SOURCES)

- (A) City Building Permits
- (B) City Directories (1896-1984)

700 STUDY UNITS (CODE)

_____	_____
_____	_____

350 Demolished

360 Date Demolished

_____ Yes _____ No

HISTORICAL BACKGROUND

The Pabst Brewery had been established in 1844 and had grown into a regional giant in the brewing industry by the late nineteenth century. In an era when transporting beer great distances was an expensive business because of the cost of shipping it and the loss due to spoilage, most breweries sought to sell as much of their product as possible close to home. One innovative approach to increasing the market was to establish company-owned chains of saloons. By the turn of the century Pabst, Schlitz, Miller, Jung, and Gettleman all had established chains of saloons. Although each company attempted to make their saloons distinctive so that they could be easily identified with a particular product, all were fairly similar in concept. Practically all brewery saloons were two-story, brick corner buildings with a bar on the first floor and the proprietor's flat upstairs. All were emblazoned with the metal insignia of the company on a conspicuous place on the facade. The nominated structure is one of the most elaborate surviving brewery bars in Milwaukee. It was built in 1896 to the designs of Milwaukee architect Charles G. Hoffman and was operated by the Pabst Brewing Company and subsequently by private owners as a tavern and saloon until 1958. Since then it has housed successively the Padon Missionary Baptist Church, Guiding Light Baptist Church and most recently the Zion Rock Missionary Baptist Church. (A,B)

HISTORICAL STATEMENT OF SIGNIFICANCE

None