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(Rev. 8/86)

Wisconsin Word Processor Format (1331D)
(Approved 3/87)United States Department of the Interior
National Park ServiceNATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property

historic name Morey-Seidens Houseother names/site number N/A

2. Location

street & number 2020 Easy Street N/A not for publicationcity, town Waukesha N/A vicinitystate Wisconsin code WI county Waukesha code 133 zip code 53186

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u>1</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u> </u>	<u> </u> objects
		<u>1</u>	<u>1</u> Total

Name of related multiple property listing:

N/ANo. of contributing resources previously listed in the National Register 0

4. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.


Signature of certifying official
State Historic Preservation Officer-WI
State or Federal agency and bureau


Date

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. NATIONAL PARK SERVICE CERTIFICATION

I, hereby, certify that this property is:

entered in the National Register.
 See continuation sheet


Edson H. Beall

4-14-95

determined eligible for the National Register. See continuation sheet

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

Entered in the
National Register


Signature of the Keeper

Date

6. FUNCTIONS OR USE

Historic Functions
(enter categories from instructions)

DOMESTIC/single dwelling

Current Functions
(enter categories from instructions)

DOMESTIC/single dwelling

1. DescriptionArchitectural Classification
(enter categories from instructions)Bungalow/Craftsman

Materials

(enter categories from instructions)

foundation	Concrete
walls	Stone
roof	Asphalt
other	Wood Shingle

Describe present and historic physical appearance.

The Morey-Seidens house is a modest-sized one-and-a-half-story dwelling whose design and use of cobblestones as a siding material was strongly influenced by the Bungalow and the American Craftsman styles. The Morey-Seidens house was built in 1929 by Pewaukee, Wisconsin builder Paul Miller and it is one of four cobblestone-sided houses that Miller constructed between 1927 and 1932 in the Westowne Subdivision, an early suburb of the city of Waukesha. This 100 acre subdivision was developed in 1927 from portions of two farms that had been purchased by Theodore (Ted) Morey, who at the age of 89, is now the dean of Waukesha real estate developers. Together, Morey and Miller designed and built the first four dwellings in the subdivision and also a small building that served Morey as a land sales office.¹ The designs of these five buildings were derived largely from Miller's previous building experience and all of them had and have exteriors wholly or almost completely covered in cobblestones taken from old fences and rock piles found on the site or on neighboring farms.

In 1927, when the Westowne subdivision was platted, the land that comprised it was located within the Town of Pewaukee approximately one-half mile northwest of the then corporate boundaries of the city of Waukesha. Waukesha was then well along in the process of transforming itself from one of the Midwest's best known resort communities into a modern industrial center and the resulting increase in its population created a demand for housing that the new suburb was designed to meet. Even so, Morey's land and the land surrounding it was then still cultivated semi-rural farmland and it would probably have remained so until after WWII if it had not been for the fact that an interurban track connecting Waukesha with the nearby resort community of Pewaukee ran along the east-west running Summit Avenue, the southern boundary of the subdivision. Morey had his L-shaped piece of land divided into 500 lots that stretched north from the flat, lower-lying Summit Avenue to a small but steep hill that comprised the northern half of the plat. The north-south running Grandview Avenue forms the eastern boundary of the subdivision, the east-west running Sunkist Avenue forms the northern boundary, and the western boundary is formed by the north-south running Western Avenue and West End Road.

The steeply sloping 100-foot-wide by 100-foot-deep double lot that the Morey-Seidens house occupies is located near the crown of the hilly northern portion of the plat and the main facade of the house faces south onto the east-west running Easy Street. Due to the slope of the lot, the Morey-Seidens house, like most of its Easy Street neighbors, is set towards the front of its heavily treed lot and the concrete sidewalk that fronts the lot is quite close to the house. A non-contributing modern garage is placed at the rear of the lot and it also faces south onto Easy Street.

¹ These other buildings are located at 704 Westowne Avenue, 1017 Westowne Avenue, 1312 Pleasant View Avenue, and at 608 North Grandview Boulevard. Waukesha's 1980 population was 53,941, making it Wisconsin's eighth largest city.

X See continuation sheet

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All the other lots in the subdivision are occupied by single family dwellings as well. A few of these houses also date from the 1930s but most date from the 1940s and the 1950s and are small one-story houses. Nearly all of the earliest houses in the subdivision have since been resided, the four constructed by Morey and Miller being among the few that still retain their original appearance.

The Morey-Seidens house is rectangular in plan, one-and-a-half-stories in height, and its side gable bungalow design was strongly influenced by earlier American Craftsman style examples. The house measures 32-feet-wide by 23-feet-deep and the slope of the lot fully exposes the downhill north-facing elevation of the basement story.

The house rests on poured concrete foundation walls that enclose a full concrete-floored basement. The exterior walls that rest on this foundation are also fashioned from solid concrete and the exterior surfaces of these walls are completely covered with various sized cobblestones set into a thick coat of mortar. These stones were taken from the surrounding fields and they vary in color and range in size from three to eight inches in length. The larger size stones are placed at random on each of the walls but they are concentrated at each of the four principal corners of the house, where they are used to create cobblestone quoins. Cobblestones cover both the above grade and the below grade portions of the foundation walls, excepting only a projecting concrete water table that encircles the entire house at the level of the sill plate. The walls then rise up to the simple asphalt shingle-covered gable roof that shelters the house. The ridgeline of the roof parallels the principal facade, runs east-to-west, and it has wide overhanging eaves that are supported by exposed rafter ends.

The principal facade of the Morey-Seidens house is asymmetrical in appearance, is three-bays-wide, and faces south onto Easy Street. Its most prominent feature is a semi-enclosed six-foot-deep by eight-foot-wide gable-roofed entrance porch that shelters the main entrance door. The opening into which the entrance door is set has a basket handle-arched head, although the door itself has a flat arched head and it is made of oak and has two small lights that are set at eye level. The door opens outward onto a concrete stoop that is reached by ascending two concrete steps. The walls that enclose the porch and support its roof are concrete; faced entirely with cobblestones. Entrance to the porch is gained by passing through an opening that is surmounted by a basket handle-shaped arch. A single window-sized opening of identical design is placed in each of the two porch's two side elevations. The roof of the porch has wide overhanging flared eaves that are supported by exposed rafter ends. The porch forms the centermost bay and it is positioned just to the right of the middle of the facade.

The left-hand bay of this facade contains a single basket handle arch-shaped window opening that contains three original eight-light wooden sash casement windows. The right-hand bay contains a single smaller but identically shaped window opening that

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now contains a large single light modern window that has replaced the original pair of eight-light casement windows. Each of these groups of windows has a concrete sill. This facade is extended to the right beyond the main house by a cobblestone-covered arcaded wing wall that is pierced by a segmental-arched opening.

Positioned on the slope of the main roof above the left-hand bay and facing the street is a gable-roofed dormer whose sides are covered in asphalt shingles. Like the main roof, this dormer also has broad, overhanging eaves and exposed rafter ends and it contains a pair of eight-light casement windows.

The east-facing side elevation of the house is symmetrical in design and two-bays-wide and the slope of the site permits part of its basement story to be visible. A stepped, cobblestone-covered chimney mass whose shaft pierces the junction of the eaves of the east-facing gable end bisects the elevation vertically. Single six-light flat-arched casement windows that fill semi-circular arched openings are placed on either side of the shaft in the gable end. Both the left-hand and right-hand bays on the first story also each contain a single somewhat taller casement window that is also set in a semi-circular arched opening. These windows are modern and have single lights that replace the original eight-light windows. The basement story contains two two-light oblong windows, each of which is placed in an offset location below the corresponding first story window. All windows on this and on the other elevations have concrete sills.

The rear-facing north elevation of the Morey-Seidens house is asymmetrical in design and its basement story is fully exposed. A single flat-arched rear entrance door opening that contains a six-light over three panel door is placed towards the left on this story and a small two-light oblong basement window is placed just to its right. The first story is three-bays-wide. The left-hand bay contains a large basket handle-arched window opening that is now filled by a single light modern picture window that replaces the two pairs of eight-light wooden sash flat-arched casement windows that originally filled the opening. The center bay contains an identical opening that is now filled with two modern single-light windows that also originally contained two pairs of eight-light windows. The right-hand bay originally contained a pair of eight-light casement windows, but this opening has been modified by being made into a door opening that opens onto a new elevated four-foot-deep by five-foot-wide wooden deck. This deck has a wooden balustrade, is supported on posts, and has a wooden stairway that descends to the ground.

A very large shed-roofed dormer is centered on the north rear-facing slope of the main roof. This dormer, like the one in front, is also sided in asphalt shingles and its north wall features two asymmetrically placed pairs of eight-light casement windows; one located in the center and one located towards the left.

The west-facing side elevation of the house is also asymmetrical in design, is two-bays-wide, and it too is completely sided in cobblestones. The left-hand bay of the

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first story contains a pair of six-light casement windows that are set into a basket handle-arch shaped opening. A similarly shaped but larger window opening is placed in the right-hand bay contains a pair of eight-light casement windows and another similarly shaped but smaller window opening is centered in the gable end above and contains a pair of six-light casement windows. The partially exposed basement story contains two two-light oblong windows, each of which is placed below the corresponding first story window.

The first story of the interior of the Morey-Seidens house contains a dining room, kitchen, bedroom and a living room that features a fireplace that has a cobblestone-faced surround and a concrete mantel. The second floor contains two more bedrooms and a bathroom. All the floors in the house are made of oak except for the linoleum-floored kitchen and bathroom.

The entire house, both inside and out, is still in highly original condition today due to the high quality of the original construction and to the excellent maintenance that the house has received from its present owners. The only changes to the exterior have been the addition of the deck across a portion of the rear elevation and the replacement of some of the original windows (most of which are on the rear elevation). These changes, however, do not detract significantly from the historic fabric of the house.

In addition to the house, the property also contains a modern non-contributing rectilinear plan, 20-foot-wide by 24-foot-deep one-story two-car garage that is located at the end of a gravel driveway that runs down the east side of the lot. This garage was constructed in 1968 and its entrance faces south onto Easy Street. The garage is of frame construction, has a concrete slab floor, its walls are clad in aluminum siding and it is sheltered by a simple asphalt shingle-covered gable roof whose ridgeline runs north-south. The garage is in good, original condition.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: nationally statewide X locally

Applicable National Register Criteria A B X C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance

(enter categories from instructions)

Architecture

Period of Significance

1929

Significant Dates

1929²

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Miller, Paul/Builder³

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Morey-Seidens house is being nominated to the National Register of Historic Places (NRHP) for its local significance under National Register (NR) criterion C. More specifically, the Morey-Seidens house is being nominated for its associations with the significance area of Architecture; a theme which is also identified in the State of Wisconsin's Cultural Resource Management Plan (CRMP). Research was undertaken to assess the NRHP potential of the Morey-Seidens house utilizing the American Craftsman Style and the Bungalow Style subsections of the Architectural styles study unit of the CRMP, and the Worker's Housing subsection of the Architecture Theme section of the final report of the Waukesha Intensive Resources Survey. The results of this research is detailed below and confirms that the Morey-Seidens house is locally significant under NR criterion C as a highly intact example of a small size American Craftsman style-influenced Bungalow style residence. The design of this house is especially notable for its use of cobblestones as an exterior cladding, a design feature that it shares with a group of three similar residences in the Westowne subdivision of the city of Waukesha, all of which were identified in the Waukesha Intensive Survey and all of which are being individually nominated to the NR.

The Morey-Seidens house was built in 1929 as a speculative venture by Theodore (Ted) Morey, a young Waukesha native and real estate developer. This house was one of the first to be built in the 500 lot 100 acre Westowne subdivision which Morey had platted in 1927. Westowne was Morey's first development in his home town and this house was the fourth in the subdivision that he constructed in association with area builder Paul Miller. Unfortunately, the impact of the nation-wide Depression made the sale of this house impossible until 1932, when it was sold to Raymond and Beulah

² The construction date of the house is contained in records kept in the office of the City of Waukesha Assessor, City of Waukesha City Hall, 201 Delafield Street.

³ Nolan, Kay. "Land of Fairy Tales." Waukesha County Freeman. May 3, 1990, Real Estate Section, pg. 4D.

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Seidens, who occupied it until 1938. The house afterwards passed through several hands until it was sold in 1970, to its present owners, University of Wisconsin mathematics professor Walter Sadler and his wife, Linette. Except for routine maintenance, the Sadlers have done virtually nothing to alter the house except for adding a new rear deck and modernizing a few of the windows. Consequently, both the interior and exterior of this house are still intact today and the house is significant as an excellent, unaltered example of a cobblestone-sided American Craftsman style-influenced Bungalow, a type of construction that is found in Waukesha only in the four examples in the Westowne Subdivision.

Historic Context

A general history of the city of Waukesha is contained in both the final report of the Waukesha Intensive Survey⁴ and in the text of the Historic Resources of Waukesha Multiple Resource Nomination form.⁵ Consequently, the following historical background deals mostly with Theodore Morey and with the formation of the Westowne Subdivision.

Between 1900 and 1927 the city of Waukesha underwent both a social and an economic transformation that greatly altered the physical aspect of the community. During the nineteenth century, the fame of the supposed curative powers of the waters contained in Waukesha's numerous natural springs caused the city to become one of the Midwest's best known summer resorts and the numerous hotels and spas that catered to vacationers provided the principal economic activity of the city. As the "Springs Era" began to fade around the turn-of-the-century, however, new sources of income were sought to take the place of the hotel trade and resulted in the creation of a sizable industrial base in the foundry and engine assembly fields.⁶ The growth of industry, though, was not accompanied by a corresponding growth of housing stock in the city.

By 1917, companies were having trouble keeping employees due to the housing shortage. (Waukesha Freeman, April 19, 1917). One attempt at alleviating the shortage was the formation of the Manufacturer's Building Companies. The original incorporators included S.A. Perkins (president of the Waukesha Motor Company), Conrad Werra (Werra Aluminum Foundry), and Mayor E.R. Estberg (Vice-President of the Waukesha National Bank). The objective of the company was to finance the

⁴ Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resource Survey. Howard, Needles, Tammen, and Bergendoff, Milwaukee, Wisconsin, 1982.

⁵ Ibid. Historic Resources of Waukesha Multiple Resource Nomination form.

September, 1982. On file at the State Historical Society of Wisconsin's Historic Preservation Division in Madison, Wisconsin.

⁶ The history of these industries is detailed in the work Spring City's Past cited above. Pgs. 26-28.

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construction of one hundred simple houses in the vicinity of Buena Vista Avenue (north of the Fox River). (*Ibid.*)⁷

The subsequent construction of these houses, while only a beginning, gave impetus and encouragement to other developers. One result was the gradual growth of the city in a westerly and a northwesterly direction from the Fox River. New land was platted in the section between Madison Street and Summit Avenue (today's USH 18) and gradually this area filled in with smaller Bungalows and vernacular form houses. This growth was aided by the existence of an interurban railroad that ran along Summit Avenue.

The interurban railroad arrived in Waukesha in the mid-1890s and provided rapid hourly service between points to both east and west. The electric railway began as a private venture by several local real estate investors who wanted to build a summer resort on Pewaukee Lake (located about 5 miles northwest of Waukesha) ... On August 27, 1894, the Waukesha Beach Electric Railway Company was formed with a capital of \$75,000. On October 12 of the same year, these same gentlemen originated the Waukesha Beach Land Company and quickly acquired 67 acres on the south shore of Pewaukee Lake which included 3000 feet of lake frontage.

That fall, construction began on both the resort and the railway. The tracks began at the Chicago, Northwestern Station on Williams Street which also served as a ticket office. The electric railway ran on the north side of the depot parallel with the Northwestern [railroad] tracks west across the Fox River and then northwesterly across St. Paul Avenue out to the present Moreland Boulevard to Summit Avenue. From this point it continued northwesterly to the corner of Pewaukee Lake and from there west to the beach. The first cars began running on Memorial Day 1895 ...

The next year, rumors began to fly concerning the organization of a new electric railway company which would come from Milwaukee to Waukesha. In December 1896, The Milwaukee Electric Railway and Light Company (TMER&L) was chartered with the stated purpose of unifying, consolidating and developing the electric railway industry in the Milwaukee region. In the spring of 1897, the [Waukesha] City Council granted a charter to the company to provide service to Waukesha. The TMER&L arrived in October and, at the same time, purchased the Waukesha Beach Line, then extending itself to the resort. The system continued to grow and expand until 1921 when the first competition from motorized buses began. In 1926 the system was reconditioned as ridership began to decline. Twenty years later,

⁷ Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resource Survey. Op. Cit., pg. 108.

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the Waukesha line was sold and finally discontinued on July 2, 1951, the victim of the bus and personal auto.^a

While the Waukesha line lasted, though, it provided homeowners living west of the Fox River with a form of public transportation and this helped to make homes in these newly developed residential areas viable alternatives to homes in the center of the city that were located closer to the workplace. One of the developers who took advantage of the westerly movement of the city was Theodore Morey (1902-), the son of a prominent Waukesha dairy operator and the proprietor of the "Morey Condensary," a local producer of condensed milk. Morey grew up in Waukesha and after graduating from Carroll College he joined one of his classmates in selling real estate in and around the Chicago, Illinois suburb of Lake Forest. After Morey married his wife, Margaret, in 1927, the young couple moved back to their home town of Waukesha. Morey took out a real state license and he began his real estate career anew with the creation of the Westowne subdivision.^b

The 100 acre L-shaped parcel of land that Theodore Morey developed in 1927 into one of Waukesha's earliest true suburbs was formed out of parts of two farms owned by Richard P. Jones and Chester D. Roberts. Together, the three men hired Waukesha civil engineer Walter G. Caldwell to lay out the subdivision, which consisted of 500 mostly 50-foot-wide by 150-foot-deep lots that were priced to sell to working class and middle class families. Street names were mostly self-descriptive and included such thoroughfares as Westowne, Western, Pleasant View, West View and Northview Avenues, but the prevailing financial optimism of the day was also reflected in several streets that received such tongue-and-cheek names as Easy, Wall, Paradise, Wealthy, and Dunn and Brad streets. Morey built a tiny cobblestone-covered building (extant-608 N. Grand View Boulevard) at the place where Summit and Westowne Avenues intersected with Grand View Boulevard to serve as his land sales office and the subdivision opened just in time for the onset of the Depression.

Despite the affluent-sounding street names, people were not wealthy nor having an easy life during the Depression, when the early stone homes (such as 1312 Pleasant View Avenue) were built.

Ted Morey recalled that "It was a rough time. Homeowners would bring their own lumber to the lots, and help each other with the labor. Many people dug their own wells. A town wagon used to come through the area, bringing food to people on relief."

^a Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resource Survey. Op. Cit., pgs. 95-96.

^b Interview with Theodore I. Morey, June 4, 1991.

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The lean times did not allow the construction of an entire subdivision or stone house. Many lots remained empty until the 1940s.¹⁰

The four earliest houses in the new suburb were all constructed with cobblestone walls and were built as speculative ventures by Morey himself. Their design was purposely distinctive in order to serve as an advertisement for the subdivision and they were distributed widely about the plat for the same reason. Lack of sales forced Morey to rent these houses out rather than sell them, however, but rental income and periodic sales of lots plus sympathetic treatment by area banks kept the suburb afloat until more prosperous times returned with the onset of WWII. In 1932, the house at 2020 Easy Street that is the subject of this nomination was sold to Raymond and Beulah Seidens. Nothing more is known about the Seidens and they sold the house again in 1938 to the Clarke Building Company. The house then passed through five more owners before being purchased by its current owners in 1970.

The demand for housing following WWII attracted other new residents to Westowne and the more general ownership of automobiles during the second half of that decade made such suburbs more readily accessible. By the time that Westowne was annexed to the city of Waukesha in 1957, most of the lots were occupied. Annexation also brought curbs, sidewalks and city sewer service as well and by the beginning of the 1960s the suburb looked much as it does today.

Ted Morey continued to sell lots in Westowne from his office on North Grand View Boulevard and went on to develop fifteen other suburbs and several shopping malls in the Milwaukee and Waukesha areas in the years that followed, including the Gray Terrace Shopping Center on Waukesha's southeast side. Today, although in semi-retirement, Morey remains active in the local real estate field and is considered the dean of area developers. Since beginning his career in 1927, Morey estimates that he has sold more than 5000 lots in Milwaukee and Waukesha counties. He continues to take pride in his Westowne project, though, because it was his first in Wisconsin and because the four distinctive cobblestone homes that he caused to be built there continue to be sources of satisfaction to their owners today.

Architecture

Use of cobblestones as a siding material prior to 1900 is very rare outside of New York state and because a number of native New Yorkers transplanted themselves to Wisconsin and Ohio early in the nineteenth century, these are the only states in the Midwest that possesses significant numbers of early nineteenth century examples of this method of construction. Most Wisconsin examples are found in the southeastern portion of the state, and several excellent, representative examples are found in Waukesha county. Thus, the cobblestone-sided houses built in the Westowne

¹⁰ Nolan, Kay. "Land of Fairy Tales." Waukesha County Freeman. May 3, 1990, Real Estate Section, pgs. 1D, 4-5D.

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subdivision such as the Morey-Seidens house were, perhaps unwittingly, continuing a building tradition that has deep roots in southeastern Wisconsin and in Waukesha County.

Nineteenth century cobblestone construction in Wisconsin is the subject of a subsection in the Construction Materials and Methods section of the the Architecture Theme study unit of the CRMP.

The technique of veneering rubble walls with rows of cobblestones imbedded in mortar was brought to the Midwest by Yankee immigrants during the mid-nineteenth century. The greatest concentration of cobblestone structures in the United States is in the vicinity of Rochester, New York; many of these structures were constructed by masons who had previously worked on the Erie Canal. The number of examples found outside of New York state is relatively limited and, as such, cobblestone buildings in Wisconsin that maintain their integrity represent a significant manifestation of this unique method of construction.

Most examples of cobblestone construction in Wisconsin are found in the southeastern region of the state, reflecting Yankee settlement patterns. The majority are located in Racine, Rock, Walworth, and Waukesha counties. About 15 cobblestone structures in Wisconsin have been listed in the National Register; however, others have been identified by various researches (sic).¹¹

Part of the reason for the occurrence of such buildings in southeastern Wisconsin was the inexhaustible supply of suitable building stones left by the retreating glaciers during the last or "Wisconsin" period of glaciation. Large piles of such stones were (and still are) a common sight along every rural road in southeast Wisconsin and this easy availability made them an obvious material of choice for local builders who already possessed a vernacular building tradition that incorporated such materials.

Use of cobblestones as a cladding material in Wisconsin in the nineteenth century lasted for approximately 30 years, beginning about 1840.¹² Interest in using this building material resurfaced in the early twentieth century, however, as a result of the emphasis on the use of "natural" materials that was embodied in the philosophy of Osceola, Wisconsin native Gustave Stickley. Stickley was the primary force behind the development of the American Craftsman style; "the American descendent of

¹¹ Wyatt, Barbara (Ed.). Cultural Resource Management in Wisconsin. Historic Preservation Division, State Historical Society of Wisconsin, Madison, Wisconsin, 1986. Vol. 2, 4-7 (Architecture). Two of the Waukesha county examples that have been listed are: the Ahira R. Hinckley House in Eagle, Wisconsin - NR 01-21-74; and the Haseltine Cobblestone House, Town of Vernon - NR 09-17-82.

¹² Ibid.

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the English Arts and Crafts movement of the nineteenth century."¹³ Houses based on Stickley's guiding principle of "beauty through elimination" soon appeared all over Wisconsin and are the subject of a section of the Architectural Styles portion of the Architectural Theme study unit of the CRMP.

Most Wisconsin Craftsman houses have the appearance of oversized bungalows, distinguished by quality construction and simple but handsome exterior and interior details. The effect is visually akin to the types of houses promoted by Stickley, but with a more standardized look. Nearly every city in the state has a few of these Craftsman houses. Normally two-and-one-half stories in height, they are constructed of brick, stucco or stone, with contrasting wood bands or courses. Characteristically, they possess broad gable or hipped roofs, usually with one or two large front dormers, decorative brackets or rafters, prominent chimneys, and simplified Queen Anne sash. Sometimes, a glazed sunporch or open wooden pergola appears on Craftsman houses, in addition to the hallmark open porch with heavy piers.¹⁴

Buildings exhibiting Craftsman style features were not limited only to this distinctive type, however. Like the Queen Anne style before it, the Craftsman style produced designs that are specifically associated with it and its most characteristic features also became a system of ornamentation that was used in varying degrees both on other high style buildings and on vernacular form buildings. Many Bungalow style houses and front gable and side gable houses built in the first decades of the twentieth century exhibit Craftsman style features.

The straightforward and unadorned use of natural materials such as stone, wood and wood shingles quickly became a hallmark of the Craftsman style. Stickley then expanded this list to include other naturally occurring materials that were associated with specific locales and building traditions such as log construction and cobblestone construction.

The popularity of cobblestones and boulders for foundations, pillars, chimneys and even for interior use as chimneypieces, is unquestioned and in many cases the effect is very interesting. There is growing up in this country, especially on the Pacific Coast, a style of house that seems to come naturally into harmony with this sort of stone work, and there is no denying that when the big rough stones and cobbles are used with taste and discrimination, they not only give great interest to the construction, but serve to connect the building very closely with the surrounding landscape.

The cobblestones used for the houses of this kind are of varying sizes. To give the best effect they should be neither too small nor too large. Stones ranging

¹³ Wyatt, Barbara (Ed.). Op. Cit., pg. 2-24 (Architecture).

¹⁴ Ibid.

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from two and one half inches in diameter for the minimum size to six or seven inches in diameter for the maximum size are found to be generally most suitable. Such stones, which belong of course to the limestone variety, and are irregularly rounded, can be obtained without trouble in almost any locality where there are any stones at all, picked up from rocky pasture land or a dry creek bottom. The tendency of builders is to select the whitest stones and the most nearly round that are obtainable.¹⁵

The use of cobblestones soon became a popular Craftsman style feature that was found on buildings all over the United States, including on the porches, the chimneys and even on some of the exterior walls of Stickley's own Craftsman Farms in New Jersey. Cobblestones also began to appear on buildings built in Waukesha, most notably on a few of the bungalows constructed by the Manufacturers' Building Companies on Buena Vista Avenue.

One form of dwelling which appears in the Buena Vista area is the bungalow. These houses exhibit the characteristic one-story form, with (a) broad gable broken by a large dormer. A number of designs in the Buena Vista area are quite distinctive with fieldstone (cobblestone) employed for front porch piers and base. These bungalows appear at 819 Buena Vista, 909 Buena Vista, and 916 Buena Vista. The use of fieldstone appears in a number of designs dating from the 1920s which were constructed as part of the Westowne Subdivision. In these buildings, the entire exterior was constructed of small fieldstones. Examples of the house type include the Westowne Subdivision Land Office on (608 N.) Grandview, which has been enlarged, 704 Westowne Avenue, and 2020 Easy Street.¹⁶

All of the Buena Vista bungalows have now been resided, except for those portions of their exteriors that are covered in cobblestones. The five buildings in the Westowne group, however, are almost completely intact, with the exception of the land office building, which was converted into a residence in 1980 by the addition of a second story.¹⁷

All five of the Westowne buildings were built for Theodore Morey by a Pewaukee, Wisconsin builder named Paul Miller. Little is known about Miller and Morey recently noted that even in 1927, Miller was not a young man. Still, the houses that he built in Westowne are competently designed and their construction was extremely well executed, so it seems probable that he was a builder of considerable

¹⁵ Stickley, Gustave. Craftsman Homes: Architecture and Furnishings of the American Arts and Crafts Movement. Dover Publications, Inc., New York, 1979. Pgs. 102-105.

¹⁶ Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resource Survey. Op. Cit., pg. 108.

¹⁷ Milwaukee Journal. "A Bit of Real Estate History is Wrapped Up in Tiny House." August 19, 1980.

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experience by the time he teamed up with Morey. The idea of using cobblestone as a siding material was largely Miller's. "He had built a store out of stones, on the west side of Pewaukee Lake. He liked it so much that he decided to build houses (in Westowne) like that," said Morey.¹⁸ The use of cobblestones also appealed to Morey's desire to create distinctive houses that would help advertise the new subdivision. And, using a building material that was free and available in abundance along the edges of the subdivision made economic sense with the advent of the Depression.

The four residential designs that Morey and Miller collaborated on were built between 1927 and 1932 and each is essentially a representative example of the period. Two of these houses (the Morey-Seidens house - 2020 Easy Street and the Morey-Lewis house - 1312 Pleasant View Avenue) are fine examples of Craftsman style-influenced bungalows and have "the simple horizontal lines, wide projecting roofs, massive chimneys, and plain woodwork" that are typically associated with the Bungalow style.¹⁹ The other two are fine examples of the front gable form (704 Westowne Avenue) and the side gable form (the Morey-Markham house - 1017 Westowne Avenue). What sets these houses apart from all other Waukesha examples of this style and these vernacular forms, as the Waukesha Intensive Survey Report suggests, is their use of cobblestones to completely cover their exteriors. Miller did a superlative job of crafting these exteriors, whether choosing to use closely matched stones laid in neat courses as he did at 704 Westowne Avenue, or stones of differing sizes and colors laid in a more random fashion as he did on the other three houses. In addition, Miller also gave each of these houses distinctive individual touches, such as the cobblestone window boxes and porch planters on the Morey-Lewis house and the cobblestone-covered arched wing wall that decorates the Morey-Seidens. These elements were created with a touch of whimsy that owes as much to folk art as it does to the builder's art and the resulting designs thus have a uniqueness that goes beyond mere stylistic integrity.

The architectural significance of the Morey-Seidens house lies in its being an excellent example of a side-gabled Bungalow style residence whose overall design and use of cobblestones as an exterior siding material reflects both the influence of the Craftsman style and a vernacular building tradition that predates the twentieth century. Cobblestone-sided buildings of any period are rare in Wisconsin and those that retain their integrity are believed to be of special significance. The Morey-Seidens house, by virtue of its outstanding integrity and its representative design, illustrates the evolution of a significant vernacular tradition of building in Waukesha County, and it is believed that its inclusion in the National Register of Historic Places will place this historic tradition in a more modern perspective.

¹⁸ Nolan, Kay. Op. Cit., pg. 4-D.¹⁹ Wyatt, Barbara (Ed.). Op. Cit., Vol. II, pg. 2-26 (Architecture).

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Archeological Potential

So far as can be determined, the Morey-Seidens house is the first building to be constructed on this site, a site which is known to have consisted of cultivated farmland during the period of European settlement in this area. No evidence of any pre-European settlement in this immediate vicinity has come to light.

Current Owner

Walter and Linette Sadler

2020 Easy Street

Waukesha, Wisconsin 53186

9. Major Bibliographical References

Howard, Needles, Tammen, and Bergendoff. Spring City's Past: A Thematic History of Waukesha and the Final Report of Waukesha's Intensive Resource Survey. Howard, Needles, Tammen, and Bergendoff, Milwaukee, Wisconsin, 1982.

Ibid. Historic Resources of Waukesha Multiple Resource Nomination form. September, 1982. On file at the State Historical Society of Wisconsin's Historic Preservation Division in Madison, Wisconsin.

Previous documentation on file (NPS):

See continuation sheet

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

Primary location of additional data:

- State Historic preservation office
 Other State agency
 Federal agency
 Local government
 University
 Other

Specify repository:

10. Geographical Data

Acreage of property Less than one acre

UTM References

A	1/6	3/9/7/3/8/0	4/7/6/4/4/8/0	B	/	/ / / / /	/ / / / /
Zone	Easting	Northing	Zone	Easting	Northing		
C	/	/ / / / /	/ / / / /	D	/	/ / / / /	/ / / / /

See continuation sheet

Verbal Boundary Description

Section 33, T7N R19E: Plat of Westowne, Block E, Lots 44 and 45.

See continuation sheet

Boundary Justification

This boundary description encloses all the land historically associated with the house.

See continuation sheet

11. Form Prepared By

name/title Timothy F. Hegland/Consultant

for: City Plan Commission, City Of Waukesha

organization 201 Delafield St., Waukesha, WI date July 15, 1991

street & number 1311 Morrison Street telephone (608) 251-9450

city or town Madison state WI zip code 53703

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Stickley, Gustave. Craftsman Homes: Architecture and Furnishings of the American Arts and Crafts Movement. Dover Publications, Inc., New York, 1979.

Waukesha Freeman. October 23, 1983.

Wyatt, Barbara (Ed.). Cultural Resource Management in Wisconsin. Historic Preservation Division, State Historical Society of Wisconsin, Madison, Wisconsin, 1986. Vol. 2, (Architecture).