

1278

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

13

**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 Green Bay Road Historic District
other names/site number N/A

2. Location

street & number	149-195 (odd) Green Bay Road	N/A	not for publication
city or town	Thiensville	N/A	vicinity
state Wisconsin	code WI	County Ozaukee	code 089 zip code 53092

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 [Signature] SHPO Date 10/7/04

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

Green Bay Road Historic District

Ozaukee

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 Beall

12/26/04

Beall

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as apply)

- Private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- structure
- site
- object

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

contributing	noncontributing
11	2 buildings
	sites
	structures
	objects
11	2 total

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

None

Number of contributing resources is previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

DOMESTIC/single dwelling

COMMERCE/TRADE/SPECIALTY STORE

Current Functions

(Enter categories from instructions)

DOMESTIC/multiple dwelling

COMMERCE/TRADE/RESTAURANT

COMMERCE/TRADE/SPECIALTY STORE

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN/Queen Anne

Materials

(Enter categories from instructions)

Foundation stone

walls wood

Brick

roof asphalt

other synthetics

Narrative Description

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

Green Bay Road Historic District
Name of Property

Ozaukee County
County and State

Wisconsin

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1884-1929

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

unknown

Narrative Statement of Significance

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

Name of Property

County and State

9. Major Bibliographic References

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

Previous Documentation on File (National Park Service):

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

Primary location of additional data:

- X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property 2.5 acres

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

1	16	420240	4786904	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	Traci E. Schnell/Architectural Historian, Brian J. Faltinson/Project Historian		
Organization	Heritage Research, Ltd.	date	June 2003
street & number	N89 W16785 Appleton Avenue	telephone	262.251.7792
city or town	Menomonee Falls	state	WI
		zip code	53051

Green Bay Road Historic District

Ozaukee County

Wisconsin

Name of Property

County and State

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				date
organization				telephone
street&number				zip code
city or town	state	WI		

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

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

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National Register of Historic Places
Continuation Sheet

Section 7 Page 1

Green Bay Road Historic District
Thiensville, Ozaukee County, WI

GENERAL DESCRIPTION

The Green Bay Road Historic District is comprised of eleven parcels consisting of thirteen buildings along the west side of Green Bay Road in the Village of Thiensville, Ozaukee County, Wisconsin. Constructed between circa 1884 and 1929, the district contains a mix of commercial and residential structures that embody the Queen Anne and Colonial Revival styles, as well as more utilitarian examples. The buildings are closely spaced and are fronted by small yards separated from the street by a sidewalk and grassy terrace planted with semi-mature trees. Eleven of the district's thirteen buildings are considered to be contributing elements to the historic district.

DESCRIPTION OF BUILDINGS

149 Green Bay Road
Louis Staudy Residence
Ca. 1909

Rising two-and-one-half stories, this circa-1909, Queen Anne style residence is comprised of the clapboard-sheathed original house, as well as a large addition with board siding at the rear. The primary (west) façade features a central, open porch with a gabled and pedimented roof that rests upon square supports. The railing is comprised of turned balusters. A bay window projection is located to the right (north) of the entry, while a single window is situated to the left (south). The second floor carries only a paired grouping of double-hung sash windows. The uppermost level, which is covered with wooden shingles, features a single sash opening. Wooden trim delineates each of the three stories, while a simple, wooden bargeboard trims the roofline. The south elevation also provides for a side entrance to the building and it is covered with board siding. A bay window projection is located just east of the entrance and it carries a central picture window as well as a single sash to either side. A gabled wall dormer projects from the second floor and is sheathed like the primary façade with clapboard on the second floor and wooden shingles in the upper half-story. Again, a pair of sashes occupies the second floor; however, the peak is devoid of fenestration. The north (not visible) elevation features a gabled wall dormer that is flush with north wall; it also is sheathed with both clapboard and wooden shingles. The large, two-story rear wing, which was added in the circa 1960s, is topped with a mansard-like roof. Windows along the south elevation consist of four, modern, projecting bay windows with wooden bracket trim.

Louis Staudy established a meat market in the parking lot south of the subject residence in 1894. While the home's appearance would perhaps suggest a pre-1900 date of construction, Sanborn maps and tax rolls indicate that the home was built in circa 1909 to replace a much smaller one-story residence. Staudy continued to run his meat market until sometime between 1921 and 1924. The structure has for many years served as a restaurant, the current name of which is Rick's Steak House.¹

¹ Sanborn Map Company, *Sanborn Fire Insurance Maps—Thiensville, Wis.* (New York: Sanborn Map Company, 1893, 1900, 1913); Tax Rolls, Town of Mequon, 1849-1910, Located at the Mequon Historical Society, Mequon, WI; Newsbriefs (re: Staudy meat market), *Cedarburg News*, 1 November, 6 December 1893 and 25 April 1894; *Wisconsin State Gazetteer and Business Directory* (Chicago: R.L. Polk & Co.), [1884-85], 749; [1895-96], 1023.

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Green Bay Road Historic District
Thiensville, Ozaukee County, WI

151 Green Bay Road
William Hoeft Residence
Ca. 1884

This two-story, clapboard-sheathed, Queen Anne style residence is essentially side-gabled in form and features a central gabled wall dormer along its primary (east) façade. A circa-1920s, shed-roof porch stretches across the east elevation and rests on a rusticated concrete block foundation. The south half of the entrance is open and features a spindled balustrade, while the north half is enclosed and carries a tripartite grouping of three, three-over-one, double-hung sashes. The upper-level wallspace carries a pair of three-over-one-light, double-hung sash windows that feature wooden surrounds with raised and carved windowheads. The wall dormer is covered with decorative shinglework, in addition to the sunburst that is located in the gabled peak. Windows throughout the remainder of the home are sash examples, many of which are also trimmed with a raised and carved windowhead.

Tax rolls suggest that this house was built in circa 1884 by William Hoeft. Hoeft was the only undertaker in Thiensville from his arrival in circa 1884 until his apparent retirement in approximately 1905. He was also a wagonmaker and he continued that profession until his death in circa 1910.²

153-155 Green Bay Road
John F. Gierach Residence
1895

This Queen Anne style residence rises two stories from a stone foundation and is sheathed with clapboard siding. The form of the home is generally a variation of the gabled ell and consists of a block on a north/south axis, as well as a gabled wing projection near the midsection of the primary (east) façade. Beginning with the gabled wing, the first floor features a pair of cutaway corners, each of which carries a single sash window and is accented with a spindled frieze. A rectangular window with a fixed upper pane is located at the center and is underscored by a section of decorative woodwork below. The second level of the wing carries a paired grouping of sash windows, while the uppermost half-story--which is covered in decorative shinglework--features a single sash window. Although the north portion of the main block is longer than the south, each carries a single, wood panel-and-glass door, as well as a single or pair of sash windows. A small porch with a simple wooden frieze and a plain balustrade is also located at both the north and south entrances. The second floor to both the north and south feature the same simple balustrade, as well as sash windows and/or a door.

²Tax Rolls, Town of Mequon, 1849-1910; *Wisconsin State Gazetteer and Business Directory* [1884-85], 749; [1903-04], 1150; [1907-08], 1250.

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Green Bay Road Historic District
Thiensville, Ozaukee County, WI

John F. Gierach built this residence in 1895. Gierach was the youngest son of Georg and Charlotte Gierach, and, at the age of sixteen, began an apprenticeship with master blacksmith August Bohrtz in Cedarburg. In 1889, Gierach purchased a small home and an existing smithy business in Thiensville. That same year, John married Augusta Krueger; together they had five children. As noted, Gierach built this new home after selling the house previously located on the lot, which was adjacent to his blacksmith shop that was built in 1889. Between 1910 and 1913, the blacksmith shop was rebuilt/remodeled to its current appearance for use as a grocery store. Returning to the subject residence, the kitchen was utilized as the local telephone exchange and switchboard from 1908 until 1942—the latter date representing the year that dial phones were introduced. Eleanor, one of Gierach's daughters, served as the chief operator. After 1920, she and her husband, as well as her sister Asta, lived in the home, while Gierach himself and his wife resided at the rear of their grocery store next door. As the telephone operations grew, the north porch of the home was partially enclosed, expanding the original kitchen area (which was used for the switchboard). Gierach served as the first president of Thiensville when the Village was incorporated in 1910. He died on 20 December 1942.³

157 Green Bay Road
John F. Gierach Blacksmith Shop/Grocery Store
1889; Remodeled circa 1913

This two-story, front-gabled structure is sheathed with narrow vinyl siding throughout and features a modern multiple-light storefront with a recessed, central doorway with a transom. The second floor consists of a slightly projecting, tripartite window arrangement, as well as a paired example; both groupings are comprised of six-over-six-light sashes. Finally, a pair of six-over-six-light sashes occupies the gabled peak. A single door is located along the first floor of the south elevation, while a series of single and tripartite groupings are located along the upper level. The north façade is devoid of fenestration. A historic photograph of the structure indicates that in its original state, the building was sheathed with drop siding and featured a stepped and peaked false front. The building was altered to its current appearance in circa 1913, while new siding and windows were installed within the last decade.

As noted above in the discussion for 151-153 Green Bay Road (the John F. Gierach Residence), Gierach was the youngest son of Georg and Charlotte Gierach, and, at the age of sixteen, began an apprenticeship with master blacksmith August Bohrtz in Cedarburg. In 1889, Gierach purchased a small home and an existing smithy business in Thiensville. That same year, John married Augusta Krueger; together they had five children. Also in 1889, Gierach built a blacksmith shop next door to what would be his new 1895 home. Between 1910 and 1913, the blacksmith shop was rebuilt/remodeled to its current appearance for use as a grocery store. By no later than the 1920s, Gierach and his wife resided at the rear of the grocery store.⁴

³ Harold Schnell, Owner of 153-155 Green Bay Road, Correspondence to Traci E. Schnell dated 7 January 2003, Letter on file at Heritage Research, Ltd., Menomonee Falls, WI; Gretchen Mohr, ed., *History of Thiensville* (Cedarburg, WI: News Graphic, Inc., 1976), 6-7 (historic photo), 69; *Wisconsin State Gazetteer and Business Directory* [1909-1910], 1237; Sanborn Map Company, *Sanborn Fire Insurance Maps—Thiensville, Wis.* (1913).

⁴ Harold Schnell, Correspondence to Traci E. Schnell; Mohr, ed., *History of Thiensville*, 6-7 (historic photo), 69; *Wisconsin State Gazetteer and Business Directory* [1909-1910], 1237; Sanborn Map Company, *Sanborn Fire Insurance Maps—Thiensville, Wis.* (1913).

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Green Bay Road Historic District
Thiensville, Ozaukee County, WI

161 Green Bay Road, Andrew Hilger Hardware, 1895, alterations in 1960s
Noncontributing due to alterations.

163 Green Bay Road
Andrew Hilger Residence
Ca. 1903

This house exhibits the transition from the Queen Anne to the Colonial Revival style. Completely sheathed with vinyl siding, this essentially rectangular block is topped with a steeply pitched pyramidal roof and features a pedimented roof dormer along the primary (east) façade. This dormer is covered with decorative, wooden shinglework and carries a recessed grouping of three sash windows within it. A pair of symmetrically placed wooden columns supports the recessed opening and an entablature with a raised and denticulated head. A continuous series of carved wooden bracket trim lines the pediment on the interior along the gable, as well as beneath it. The remainder of the primary façade is rather simple and appears to have been stripped of some of its original ornamentation. An open porch with a gabled roof features metal, replacement supports and railings. The north (right) half of the first and second levels is comprised of a tripartite bay, which features standard sash windows on the sides and a larger, central sash at the center. The area to the south (left) of the doorway carries a single sash window along both the first and second floors. Fenestration throughout the remainder of the house consists of sash windows. A small, one-story wing to the south connects this residence with the commercial building next door at 161 Green Bay Road.

This residence was erected by Andrew Hilger in circa 1903. Hilger was born in Milwaukee and then lived for a time in Macon, Georgia. He came to Thiensville in 1868 and established a small tin and coal shop at the present-day location of 136 Green Bay Road. In 1873, he purchased an existing tin shop next door at 161 Green Bay Road from a Mr. Lukian. In 1895, Hilger put a new front on the existing store, enlarged it and reportedly added a portion of the original Rosenthal residence from across the street (at 154 Green Bay Road). Hilger's three sons ran the business into at least the 1940s and the home is believed to have been retained by the Hilger family until then as well.⁵

165-169 Green Bay Road, Sophia Jaeger Residence, Ca. 1903

This house is nearly identical, however, slightly larger than the previously described residence at 163 Green Bay Road. This house too exhibits the transition from the Queen Anne to the Colonial Revival style. Completely sheathed with vinyl siding, this essentially rectangular block is topped with a steeply pitched pyramidal roof and features a pedimented roof dormer along the primary (east) façade. This dormer is covered with decorative, wooden shinglework and carries a recessed grouping of three sash windows within it. A pair of

⁵ Mohr, ed., *History of Thiensville*, 11-12; Thiensville Photo Album #1, Card #103, On file at the Mequon Historical Society, Mequon, WI.

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Green Bay Road Historic District
Thiensville, Ozaukee County, WI

symmetrically placed wooden columns supports the recessed opening and an entablature with a raised and denticulated head. A continuous series of carved wooden bracket trim lines the pediment on the interior along the gable, as well as beneath it. Like its neighbor, the remainder of the primary façade is rather simple and appears to have been stripped of some of its original ornamentation. Instead of the smaller open porch next door, this porch extends across two-thirds of the primary (east) façade; however, this house also features metal, replacement supports and railings. The north (right) half of the first and second levels is comprised of a tripartite bay, which features standard sash windows on the sides and a larger, central sash at the center; however a door has since been fitted into one of the side window openings in order to accommodate the home's use as a duplex. The area to the south (left) of the doorway carries a single window along both the first and second floors that is comprised of a larger fixed window, as well as a narrow upper pane. Fenestration throughout the remainder of the house consists of sash windows. Unlike the preceding house, this home features a larger, projecting wing to the south.

Tax records indicate that this house was built by Sophia Jaeger in circa 1903. According to 1880 census records, Sophia was born in 1855 and was the wife of farmer John Jaeger, who was born in 1839. This house would seem to have been their "retirement house" as John would have been approximately 65 years of age, while Sophia was sixteen years his junior. The Jaegers had at least three children of their own, and they also raised two nieces. The house was then purchased by Julius Schaefer. Schaefer originally worked as a schoolteacher at the Thoreau Graded School in Mequon; however, in 1912, along with Oswald Liebscher, he purchased the Thiensville Mill, the business of which which they ran until 1944.⁶

171-175 Green Bay Road
Geidel-Hadler Residence
Ca. 1884

This property consists of two buildings—a circa-1884, Queen Anne style residence, as well as a 1954 garage/apartment building. The home rises from a fieldstone foundation and is sheathed with clapboard. The home's form is essentially a cruciform gabled ell variation that consists of a main east-west block and a central projecting wing to the south, as well as a smaller wing to the north. The primary (east) facing gable endwall consists of a pair of one-over-one-light sashes that feature a wooden surround with a carved, raised windowhood. Decorative shinglework is located immediately beneath each of the windows, as well as covering a pent above the two openings. A pair of tall-and-narrow windows is located along the second floor and also features the same surrounds. Another shinglework pent is situated in the peak and tops the uppermost fenestration. A steeply pitched, shed-roof porch extends from the front-facing gable to the south and consists of turned post supports, carved wooden brackets and a spindlework frieze. The south-extending wing featured cutaway corners and windows topped with straight, raised windowheads. Turned posts also accent the rear, first-floor porch.

⁶ Tax Rolls, Town of Mequon, 1849-1910; 1880 census. The Jaegers also had a daughter named Sophia; however, she would have been in her mid-twenties in 1904.

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Green Bay Road Historic District
Thiensville, Ozaukee County, WI

The rear garage/apartment structure is of concrete block construction; the upper level of which is sheathed with board siding. A porch extends across the second floor of the structure's east façade. The first level carries a wood-and-glass panel, overhead garage door, a central doorway with sidelights, as well as a paired grouping of multiple-light sashes. The upper floor consists of two sash windows and a single door.

Tax records suggest that this house was built in circa 1884 by Henry and Emilie Geidel. Geidel owned a harness shop adjacent to the north of the home from 1884 until selling the business and home to his former apprentice Otto Hadler in 1893. Hadler was born in the Town of Mequon (within the present-day Village of Thiensville) in 1867. In 1915, he purchased a five-passenger Overland touring car and he also accepted the Overland agency. Interestingly, while the popularity of the automobile reduced the market for horse-related businesses in Thiensville, Hadler's harness shop thrived for many years. In fact, in 1929, he built a new building which housed both his harness business, as well as his son's printing business at the location of his previous harness shop, next door at 177 Green Bay Road. His son Bernard took over the business upon Otto's death in 1940. The Hadler family retained the residence into at least the 1950s.⁷

177 Green Bay Road
Hadler Harness & Printing Shop
1929

This two-story commercial structure is sheathed with common brick on three sides, while the primary (east) façade is covered with face brick. The building's central, recessed entrance is reached via seven concrete stairs. A pair of replacement doors provides access to each of the first-floor retail spaces. Two pair of symmetrically arranged sash windows line the second floor, while a round-arched, multiple-light opening is located near the stepped parapet. Incised in a stone inset is "O. HADLER." Windows throughout the remainder of the home are arranged singly, in pairs and in tripartite groupings and feature a header brick sill and a soldier brick windowhead.

As indicated in the aforementioned discussion of the Geidel-Hadler Residence (171-175 Green Bay Road), Hadler purchased the existing harness shop at this location in 1893, from Henry Geidel, the man from whom Hadler reportedly learned the harness trade. An historic photograph of the earlier harness shop shows that it was a front-gabled structure with a stepped and peaked, false parapet front and was sheathed with drop siding.⁸

⁷ Tax rolls, Town of Mequon, 1849-1910; Mohr, ed., *History of Thiensville*, 6, 7 (historic photo); John Sitkiewitz, "History of Thiensville," Unpublished manuscript located at the Mequon Historical Society, Mequon, WI. The Sitkiewitz and Mohr, ed., accounts of Hadlers training and the location of the Geidel shop differ. However, the 1892 plat map indicates that Geidel did indeed own a parcel of land on the west side of Green Bay Road and that a harness shop was located there as well. Tax records also confirm the Geidel property ownership, *Plat Book of Washington & Ozaukee Counties, Wisconsin* (Minneapolis: C.M. Foote & Co., 1892).

⁸ Tax rolls, Town of Mequon, 1849-1910; Mohr, ed., *History of Thiensville*, 6, 7 (historic photo); Sitkiewitz, "History of Thiensville," n.p.; *Plat Book of Washington & Ozaukee Counties*.

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Green Bay Road Historic District
Thiensville, Ozaukee County, WI

183-185 Green Bay Road
Hadler Family Residence
Ca. 1912

This house is a variation of a gabled ell form. The primary gabled wing, which faces east, is fronted by a hipped roof, open porch with wooden column supports topped with a volute. A pediment is centered over the entrance beneath the porch. A single sash window is located to either side of the entrance. The upper level of the projecting wing includes a pair of sash windows, while the peak includes a smaller, single example. Shed-roof wall dormers are located to the north (right) of the gable peak, as well as along the south elevation of the front-facing gable. A two-story gabled wing extends to the south, from which a smaller, one-story wing projects. Windows throughout the remainder of the home are one-over-one-light sashes, arranged singly and in pairs. A historic photograph of a former neighboring home, the Adolph Raloff Residence (no longer extant), shows what the Hadler Residence would have looked like with its original sheathing. The Raloff Residence resembles the Hadler home in every way, including such details as the shed-roof wall dormers and the columnar porch supports topped with volutes.⁹

According to tax records, the subject residence was built in circa 1912 by the Hadler family and was retained by the family into the 1950s. Since the home was part of a larger Hadler parcel, it could not be discerned as to which of the Hadler children/sons lived here.¹⁰

193-195 Green Bay Road
Riemer-Gerlach Residence
Ca. 1897-1898

Rising from a fieldstone foundation, this two-story residence is Queen Anne in style and is covered with asbestos shingle siding. The home is essentially cruciform in shape and is situated at the southwest corner of Green Bay Road and Riverview Drive. The primary (east) façade fronts Green Bay Road and features a projecting, gabled wing with cutaway corners and carved wooden trim; the corner of which carries a single sash window, while the central portion of the wing carries a pair of sash windows with a single, fixed pane above. The upper level of the wing is recessed to accommodate an open porch. A pair of round-arched openings is supported at the center by a single wooden column that rests on the porch wall. A door and two sash windows are sheltered by the inset porch. A simple, wooden bargeboard trims the roofline, while a pair of carved wooden brackets is located under the modest return of the gabled roof. An open porch with a spindled frieze and porch rail occupies the southeast ell juncture.

Turning to the north projecting gabled wing, a four-light window topped with a two-light transom is situated along the first floor, while the upper level features a pair of recessed windows; the recession of which features

⁹ Mohr, ed., *History of Thiensville*, 139.

¹⁰ Tax Rolls, Town of Mequon, 1849-1910; Mrs. Gertrude Giesfeldt, Longtime resident of Thiensville, Conversation with Traci E. Schnell, 20 May 2003.

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Green Bay Road Historic District
Thiensville, Ozaukee County, WI

rounded shinglework walls and a single column supporting the inset. Like the east façade, a pair of carved wooden brackets set off the slight return of the gable on both the north and west elevations. Windows throughout the remainder of the home are one-over-one-light sashes. A gabled, one-story addition extends from the main block to the west and, like the carriage shed, is sheathed with drop siding. A gabled wall dormer along the north façade is set off by the same carved wooden brackets found on the original block. Windows throughout this wing are modern sash and picture window examples.

The property also includes a carriage house/garage which is located to the southwest of the house. Covered with drop siding, it is oriented on an east-west axis and is topped with a gabled roof. A wall dormer is located along the north façade, as is a pair of sliding wooden doors and two sash windows. A human-scale doorway is situated at the east end of the north façade and a hay door is located above the sliding doors.

This house was built between 1897 and 1898 by Peter Riemer. Indeed, a newsbrief in the *Cedarburg News* cites, "Peter Riemer bought the corner lot of Otto Hadler and will build a fine new residence." Riemer resided in the home with his family until selling to 34-year-old Reinhold (Frank) Gerlach in 1907. Frank was the son of August Gerlach, who had previously run the Mequon Brewery. Gerlach was also one of the five men to file the petition for incorporation of the Village of Thiensville.¹¹

¹¹ Newsbrief (re: Riemer Residence), *Cedarburg News*, 13 October 1897; Tax Rolls, Town of Mequon, 1849-1910; 1880 Census.

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BUILDING INVENTORY

<u>Address</u>	<u>Name</u>	<u>Style</u>	<u>Date of Construction</u>	<u>Status</u>
149 Green Bay Road	Louis Staudy Residence	Queen Anne	1909 ¹²	C
151 Green Bay Road	William Hoeft Residence	Queen Anne	Ca.1884 ¹³	C
153-155 Green Bay Road	John F. Gierach Residence	Queen Anne	1895 ¹⁴	C
157 Green Bay Road	John Gierach Blacksmith/Grocery	Vernacular	1889/Ca.1913 ¹⁵	C
161 Green Bay Road	Andrew Hilger Hardware	Contemporary	1895/alts.1960s ¹⁶	NC
163 Green Bay Road	Andrew Hilger House	Queen Anne	Ca.1903 ¹⁷	C
165-169 Green Bay Road	Jaeger-Schaefer Residence	Queen Anne	Ca.1903 ¹⁸	C
171-175 Green Bay Road	Geidel-Hadler Residence	Queen Anne	Ca.1884 ¹⁹	C
	Outbuilding	Astylistic Utilitarian	1954 ²⁰	NC

¹² Tax Rolls, Village of Thiensville, 1911-1965, Located at the Ozaukee County Courthouse, Port Washington, WI.

¹³ Tax Rolls, Town of Mequon, 1849-1910; Tax Rolls, Village of Thiensville, 1911-1965.

¹⁴ Newsbrief (re: Gierach Residence), *Cedarburg News*, 3 April 1895.

¹⁵ Harold Schnell, Letter of correspondence; Sanborn Map Company, *Sanborn Fire Insurance Maps—Thiensville, Wis.*, 1913.

¹⁶ Thiensville Photo Album #1, Photo #92; Newsbrief (re: Hilger Hardware), *Cedarburg News*, 7 August and 11 September 1895.

¹⁷ Tax Rolls, Town of Mequon, 1849-1910.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ Tax Assessor's Records, Village of Thiensville, Available at the Thiensville Municipal Center, Thiensville, WI.

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177 Green Bay Road	Hadler Harness & Printing Shop	20 th C Commercial	1929 ²¹	C
183-185 Green Bay Road	Hadler Family Residence	Vernacular form	Ca.1912 ²²	C
193-195 Green Bay Road	Riemer-Gerlach Residence	Queen Anne	1897-1898 ²³	C
	Outbuilding	Astylistic Utilitarian	Ca.1898 ²⁴	C

²¹ Mohr, ed., *History of Thiensville*, 6.7.

²² Tax Rolls, Town of Mequon, 1849-1910.

²³ Newsbrief (re: Riemer lot purchase), *Cedarburg News*, 13 October 1897.

²⁴ *Ibid.*; Observation.

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SIGNIFICANCE

The Green Bay Road Historic District is nominated for the National Register of Historic Places at the local level under Criterion C, as one of the best concentrations of late nineteenth and early twentieth century commercial and residential architecture within the Village of Thiensville. The residences within the district were the homes of many of the persons responsible for the early commercial development of the village; in some cases, their businesses were immediately adjacent to their Green Bay Road homes. The period of significance spans 1884-1929, beginning and ending with the construction of the first and last contributing buildings in the district.

HISTORICAL BACKGROUND

The Village of Thiensville is situated in the historic Town of Mequon in southern Ozaukee County. The community primarily is on the west bank of the Milwaukee River, a region that was historically filled with oak, maple, beechwood and birch forests, and was transformed over time into a rich agricultural area.²⁵

The first inhabitants of what would become the Village of Thiensville were Indians who had a small village at the confluence of the Milwaukee River and Pigeon Creek. The area was inhabited by the Sac, Fox, Pottawatomie and Menomonee tribes, who were drawn to the area's rich sources of game and fish, as well as the close proximity of Lake Michigan. In 1831, the first of a series of treaties began to turn the area over to white settlement and the process was completed in 1838 when the Indians had completely turned over their land rights.²⁶

Beginning in 1832, the federal government surveyed the Green Bay Road from Milwaukee to Fort Howard (Green Bay) and it was completed through the Town of Mequon between 1836 and 1839. Within the town, the crude trail primarily ran along the Milwaukee River. Also during this period, the federal government surveyed the Town of Mequon. Between 1834 and 1836, the area was surveyed by John Weston and a Mr. Brink and Mr. Follett. The first known settlement occurred in the mid 1830s when a small group of settlers set up a cluster of shanties where Pigeon Creek joined the Milwaukee River. Soon thereafter, John Weston purchased the quarter section of land that would eventually become the Village of Thiensville. By 1840, Weston was the area's postmaster and operated out of his log cabin.²⁷

During this period, Peter Turck set up a sawmill along the Milwaukee River; however, it was a later mill that

²⁵Walter D. Corrigan, Sr., *History of the Town of Mequon, Ozaukee County, Wisconsin* (Cedarburg, WI: Cedarburg News Print, n.d.), 7.

²⁶Corrigan, Sr., *History of the Town of Mequon*, 7.

²⁷Corrigan, Sr., *History of the Town of Mequon*, 8; Mohr, ed., *History of Thiensville*, 2.

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served as the catalyst for the formation of the Village of Thiensville. In 1842, John Henry Thien purchased Weston's land. Thien had emigrated from the Saxony region of Germany to Milwaukee the previous year. Soon after purchasing Weston's property, Thien constructed a substantial two-and-half-story, stone flour mill to provide for the township's growing farming population. The settlement that emerged took the name of Thiensville although the local post office was known as Mequon River for many years.²⁸

In 1871, the Wisconsin Central Railway completed a line to Thiensville and the community continued its evolution as an agricultural support center that supported the farmers of the Town of Mequon. Farmers utilized the rail line to ship wheat, flour and other farm produce. Economic life continued to revolve around Thien's mill, which was replaced in 1876 with a five-story, stone structure after a fire destroyed the original facility in 1874. By 1879, the settlement had a population of 150 and was served by a three general stores, a pair of hotels, saloons and shoemakers. Other businesses included Thien's flour mill, an agricultural implement maker, brewer, harnessmaker, physician, blacksmith, tinsmith, as well as a lumberyard. Most of these businesses were located along Green Bay Road or Main Street.²⁹

At the turn of the century, Thiensville remained a tight-knit cluster of residences and businesses located near the Milwaukee River. During this period, the community's population hovered between 250 and 300 people and the economy had diversified since the 1870s. In addition to the previously mentioned enterprises, Thiensville had become home to several meat markets, carpentry shops and wagonmakers. A barber, real estate agent and undertaker had also opened up business. And finally, local farmers benefited from the opening of a grain elevator. In 1907, The Milwaukee Northern Railway completed an electric interurban line from Milwaukee to Port Washington through Thiensville. This would later become a line within The Milwaukee Electric Railway & Light Company system. The initial stages of suburbanization were the result as Milwaukee commuters began to take up residence in Thiensville, as well as the surrounding Town of Mequon. However, in the early days of the interurban, the line brought many weekend vacationers from Milwaukee to Thiensville to enjoy recreational activities offered by the Milwaukee River and surrounding tracts of woods. Many of these vacationers stayed at Thiensville's local hotels or constructed summer cottages.³⁰

By 1910, the local economy had evolved to a point that a bank was needed. As a result, John F. Nieman, Otto Publitz and D.M. Rosenheimer founded the Thiensville State Bank, which soon after opening had deposits in excess of \$12,000. Other businesses in the community reflected the village's role as a thriving agricultural

²⁸Mohr, ed., *History of Thiensville*, 14, 16-18, 54.

²⁹*History of the Town of Mequon*, 23; *Wisconsin State Gazetteer and Business Directory, 1879* (Milwaukee: William Hogg, 1879), 485.

³⁰Mohr, ed., *History of Thiensville*, 4-9, 36, 134; *Wisconsin State Gazetteer and Business Directory* [1895-1896], 1023; [1903-1904], 1150; Joseph M. Canfield, *TM: The Milwaukee Electric Railway & Light Company* (Chicago: Gregg-Moore Lithographic Company, 1972), 294-300.

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support center and included five saloons, four hotels, blacksmiths and general stores, three agricultural implement dealers, meat markets and carpenters as well as a pair of harness makers and physicians. Thiensville also enjoyed the services of the Thiensville Flour Mill, a lumberyard, shoemaker, hardware store, wagonmaker and barber.³¹

On 23 July 1910, five local citizens--Reinhold Gerlach, Louis Kieker, Otto Bublitz, P.J. Kroehnke and John E. Mueller--filed a petition for incorporating Thiensville as a village. The proposed incorporation boundary included 599 acres and 289 people. On 11 October 1910, the election was held at Holnagel's Hall and the residents voted 48 to 28 in favor of incorporation. The election of officials occurred on 29 November and John F. Gierach was elected as the village's first president. In 1913, the Thiensville Fire Department donated \$1,000 and a plot of land at the corner of Green Bay Road and Main Street for the construction of a village hall and fire building. In 1920, Thiensville's population was recorded at 334.³²

After World War I, the village experience one of its fastest periods of growth by growing nearly 35 percent in a seven-year period. In 1927, Thiensville's population numbered 405. The community's business climate had changed somewhat with the addition of an automobile garage, concrete company and ice cream parlor. Also, due to Prohibition, two soft drink merchants replaced the several saloons that had once operated. Other significant events in Thiensville during the 1920s were the creation of its first park when the Thiensville Athletic Association purchased a fourteen-acre tract adjacent to the Milwaukee River. The park was the site of many civic events and has undergone significant improvements over the years. The other major occurrence was the emergence of the village's largest industry--the Gilbert Shoe Company--which operated out of a former school building.³³

After World War II, suburbanization of Thiensville escalated rapidly after the village installed sanitary sewer lines and a sewage treatment plant in 1946. The immediate result was the platting of a number of subdivisions within the village. Also during this time, the surrounding Town of Mequon experienced tremendous suburbanization and incorporated as a city in 1957, an action that permanently fixed Thiensville's municipal boundaries. As a result of suburbanization, Thiensville gradually lost many of its farm-related businesses. In fact, the historic flour mill complex was torn down in 1956. In 1970, the village's population had reached 3,182, while the City of Mequon numbered over 12,000. In order to meet the demands of this growing population, many municipal services were initiated or expanded and a new village hall was constructed in 1974. During this entire period, Thiensville has evolved from a quiet village focused on supporting local agriculture to

³¹Mohr, ed., *History of Thiensville*, 82; *Wisconsin State Gazetteer and Business Directory* [1909-1910], 1237.

³²Mohr, ed., *History of Thiensville*, 72-74; *State of Wisconsin Bluebook, 1929* (Madison, WI: State of Wisconsin, 1929), 634.

³³*Wisconsin State Gazetteer and Business Directory* [1927-1928], 982; Mohr, ed., *History of Thiensville*, 100-06.

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a thriving, rapidly growing suburban community.³⁴

AREA OF SIGNIFICANCE: ARCHITECTURE

The Green Bay Road Historic District is locally architecturally significant as the best concentration of architectural styles (locally interpreted), as well as vernacular forms, dating to the late nineteenth and early twentieth century in the Village of Thiensville.

The earliest structures in the Green Bay Road Historic District date to circa 1884 and both are examples of the Queen Anne style of architecture. In Wisconsin, the Queen Anne style was popular from 1880 to 1910. Queen Anne architecture is a late-Victorian era building style that is characterized by an irregular plan, which is often evident through asymmetrical walls. A combination of various building materials ranging from shingles, clapboard and brick may be used on one structure, while typical details include large porches or verandas, turrets, bay windows and decorative patterns such as fish-scale and diamond shingles. Leaded or stained glass is also often present. While no high style, architect-designed examples of Queen Anne are located in Thiensville; the village does feature a few good, builder-executed examples.

Of the two circa-1884 residences, the larger of the two is the Geidel-Hadler Residence located at 171-175 Green Bay Road. Although the form of the home is essentially a cruciform ell, the ornamentation is definitively Queen Anne in style. Despite a lack of stained glass windows, the house exhibits two porches; one with a spindlework frieze and carved wooden brackets, while both feature turned supports. As well, three different types of shinglework are featured along the primary façade, in addition to the home's original clapboard sheathing. The south-extending wing displays cutaway corners with wooden bracket trim and the windows are all topped with a raised and dented head. The William Hoeft Residence at 151 Green Bay Road was also constructed in circa 1884 and also features elements of the Queen Anne style including clapboard sheathing, decorative shinglework and carved wooden window surrounds with a raised head.

Standing in nearly pristine condition is the John F. Gierach Residence at 153-155 Green Bay Road. Again, essentially a variation of the gabled ell form, this residence features such Queen Anne styling as cutaway corners with spindlework trim, decorative shinglework in the gabled peak, as well as a pair of porches with modest, carved wooden supports.

Constructed just prior to the turn of the century is the Reimer-Gerlach Residence at 193-195 Green Bay Road. Although exhibiting cutaway corners with wooden bracket trim, spindled porchwork and a modest amount of decorative shinglework, the subject residence has been altered with the application of asbestos shingle siding. Finally, the Louis Staudy Residence at 149 Green Bay Road, built in circa 1908, does retain its original

³⁴Mohr, ed., *History of Thiensville*, 22, 77-81; *State of Wisconsin Bluebook, 1971* (Madison, WI: State of Wisconsin, 1971), 218.

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clapboard sheathing and wooden shinglework, as well as its original fenestration, a large, somewhat unsympathetic, two-story addition with board siding does extend from the rear of the home.

Several houses represent the transition from the Queen Anne to the Colonial Revival style, which was popular in Wisconsin from 1895 to 1920. Colonial characteristics, including large, classical porches, gables, pediments and dentils were often incorporated into Queen Anne style houses. This brought them more "up-to-date," while still inherently focusing upon the past. The circa-1904, Andrew Hilger and Sophia Jaeger residences at 163 and 165-169 Green Bay Road, respectively, represent the transition from the Queen Anne to the Colonial Revival style of architecture. Nearly identical in design, both homes feature an essentially rectangular form that is topped with a steeply pitched, pyramidal roof and a pedimented roof dormer along the primary (east) façade. Each dormer is covered with decorative wooden shinglework and carries a recessed grouping of three sash windows within it—the windows of which modestly suggest a Palladian influence. A single wooden column, an element which is more typical of the Colonial Revival style, supports the recessed opening.

Since not all buildings can be attributed to a particular high style, the remaining buildings of the historic district are representative of the more common forms built in the late 19th and early 20th centuries. While some of the buildings may feature an element or two of a specific style, they are generally simple in form and overall decoration. Retaining much of its historic integrity is the Hadler Harness and Printing Shop located at 177 Green Bay Road. Although without any stylistic attributes, the building retains its original storefront windows, its recessed entry, as well as its shaped parapet front. It stands as a good example of a commercial building constructed in the first quarter of the twentieth century. Built in 1889 and remodeled to its current appearance in circa 1913, the John F. Gierach Blacksmith Shop/Grocery store at 157 Green Bay Road is a simple front-gabled building that has been altered by the addition of vinyl siding and new windows. Finally, the Hadler family residence at 183-185 Green Bay Road was built in circa 1912. Although sheathed with aluminum siding, the home retains its original form and massing.

CONCLUSION

The Green Bay Road Historic District is architecturally significant at the local level because it has, within its boundaries, a concentrated sampling of buildings with good architectural integrity that reflect what was once located throughout the Village of Thiensville. Unfortunately, the village has lost a lot of its late-nineteenth and first quarter twentieth-century housing over the last number of decades and the subject historic district best represents what turn-of-the-century Thiensville once looked like.

Preservation Activities: The community sponsored a professional survey and have acted on the findings by listing this district on the National Register of Historic Places.

Archaeological Potential: There is no visible evidence of either historic or prehistoric sites nor are there any reports on file with the Wisconsin Historical Society. However, there is no known systematic or detailed study of the district and therefore it is possible there were archaeological remains.

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GEOGRAPHICAL INFORMATION

Boundary Description:

The boundary of the Green Bay Road Historic District is as follows: Beginning at the curb line of Riverview Road at the northwest corner of 193-195 Green Bay Road (Point A), the historic boundary proceeds south along the west lot lines of 193-195, 183-185, 177 and 171-175 Green Bay Road to the north lot line of 165-169 Green Bay Road (B), then turns west along the north lot line of 165-169 Green Bay Road (C), then travels south along the west lot line of 165-169 Green Bay Road (D), then proceeds east along the south lot line of 165-169 Green Bay Road (E), then turns south along the west lot line of 163 Green Bay Road (F), then travels west along the north lot line of 161 Green Bay Road (G), then travels south along the west lot lines of 161, 157, 153-155, 151 and 149 Green Bay Road (H), then turns east along the south lot line of 149 Green Bay Road (I), then moves north along the curb line corresponding to the east lot lines of 149, 151, 153-155, 157, 161, 163, 165-169, 171-175, 177, 183-185 and 193-195 Green Bay Road (J), then travels west along the curb line Riverview Drive to the point of beginning (A).

Boundary Justification

The boundary was drawn to enclose the best concentration of historic residential and commercial architecture that make up the historic streetscapes with the fewest intrusions and non-contributing elements. The boundary was drawn in all directions to exclude altered, non-contributing buildings.

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GREEN BAY ROAD HISTORIC DISTRICT

Thiensville, Ozaukee County, Wisconsin.

Photos by Traci E. Schnell, June 2002.

Negatives on file in the Historic Preservation Division of the Wisconsin Historical Society

GREEN BAY ROAD HISTORIC DISTRICT

View of west side of Green Bay Road, includes 149, 151, 153-155 and 157 Green Bay Road
Village of Thiensville, Ozaukee County, WI

View to Northwest

Photo #1 of 9

GREEN BAY ROAD HISTORIC DISTRICT

View of west side of Green Bay Road, includes 151, 153-155 and 157 Green Bay Road
Village of Thiensville, Ozaukee County, WI

View to Northwest

Photo #2 of 9

GREEN BAY ROAD HISTORIC DISTRICT

View of west side of Green Bay Road, includes 153-155 and 157 Green Bay Road
Village of Thiensville, Ozaukee County, WI

View to Southwest

Photo #3 of 9

GREEN BAY ROAD HISTORIC DISTRICT

View of west side of Green Bay Road, 161 Green Bay Road
Village of Thiensville, Ozaukee County, WI

View to West

Photo #4 of 9

GREEN BAY ROAD HISTORIC DISTRICT

View of west side of Green Bay Road, includes 163 and 165-169 Green Bay Road
Village of Thiensville, Ozaukee County, WI

View to Northwest

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GREEN BAY ROAD HISTORIC DISTRICT

View of west side of Green Bay Road, includes 171-175 and 177 Green Bay Road

Village of Thiensville, Ozaukee County, WI

View to Northwest

Photo #6 of 9

GREEN BAY ROAD HISTORIC DISTRICT

View of 183-185 Green Bay Road

Village of Thiensville, Ozaukee County, WI

View to West Northwest

Photo #7 of 9

GREEN BAY ROAD HISTORIC DISTRICT

View of 193-195 Green Bay Road

Village of Thiensville, Ozaukee County, WI

View to West

Photo #8 of 9

GREEN BAY ROAD HISTORIC DISTRICT

View of 193-195 Green Bay Road

Village of Thiensville, Ozaukee County, WI

View to Southeast

Photo #9 of 9

Green Bay Road Historic District: District Boundary Map (not to scale)

Green Bay Road Historic District
Thiensville, Ozaukee County, WI



- Contributing
- ▨ Non-Contributing

