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7.	DESCRIPTION							
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DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Northwestern Mutual's former home office is an imposing, ornamental, well-preserved Richardsonian Romanesque building, presenting such typical features of the style as rock-faced masonry, arcaded elevations, and Romanesque-inspired detail. More specifically, the design is indebted to H. H. Richardson's Cheney Block in Hartford, Connecticut and famed Marshall Field Wholesale Warehouse.

Occupying three lots on the northwest corner of East Michigan Street and North Broadway, the block comprises five stories plus sub-basement, basement, and attic and measures 180 feet (nine bays) north-south 120 feet (six bays) east-west. On the street fronts basement and first story walls are gray Fox Island and Halowell granite, second through attic story walls gray Bedford stone. In the mid-1960's the Broadway and Michigan Street fronts were painted pale beige.

Focal point of the interior from first through attic stories is a splendid central arcade crowned by an arched iron and glass skylight and surrounded by corridors giving access to the numerous suites and offices. The latter spaces have been remodelled; but the arcade itself remains relatively unchanged, and in hallways and lobbies on all levels substantial portions of the original ceramic tile and terrazzo flooring, marble trim, and paneled wood wainscot survive. Stairways, too, have been altered very little, retaining their original marble and slate treads and elaborate metal railings and newels. On the exterior the building has undergone only minor alterations.



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PERIOD (Check One or More as	Appropriate)		
Pre-Columbian	📋 16th Century	18th Century	20th Century
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This fine specimen of Richardsonian Romanesque design was planned by the prominent Chicago architect <u>Solon Spencer Beman</u> for the Northwestern Mutual Life Insurance Company, a firm founded in Janesville, Wisconsin in 1857 and, by the end of the 19th century, one of the nation's largest insurance companies. The building at Broadway and Michigan was the second erected in Milwaukee by Northwestern Mutual and served as the firm's headquarters from 1886 until the present home office opened in 1914.

One of four important 19th century commercial blocks located on East Michigan Street between North Broadway and North Water Street, this edifice, like its neighbors, has been documented for the Historic American Buildings Survey. And it became an officially designated Milwaukee Landmark in 1969.

Lastly, it may be noted that this building stands on the site once occupied by the Newhall House, an elegant but ill-fated hotel that was destroyed by fire in January 1883. In the blaze more than seventy hotel guests and employees lost their lives, giving the Newhall House fire grim status among the major disasters in Milwaukee history.



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	816 State	e Street		
	Madison		Wisconsin	Code: 55
11.	Donald N.	Anderson, Asst. 1	Director, Historic Si	tes & Markers Division
	State His	torical Society o	f Wisconsin	July 17, 1972
	816 State	Street		
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